ARTWORK GUIDE

For anything to be PRINTED

Image format: Vector images in any of the following formats-
• .eps (Encapsulated PostScript)
• .ai (Adobe Illustrator)
• .pdf (Portable Document Format)
• .svg (Scalable Vector Graphics)

****Please note, a raster image (see below) saved in one of the above formats is not acceptable.*

For anything to be displayed ON-SCREEN

Image format: Raster/ Bitmap images in any of the following formats-
• .jpg (Best Use: Photographic images <u>without</u> text or large blocks of color)
• .png (Best Use: Logos or images with transparent backgrounds)
• .gif (Best Use: Same as .png, but with a limited number of colors and typically a very small file size)
• .tiff (Best Use: Very high-resolution photographic images--Warning: Very large file size)
• Any vector image (see "For anything to be PRINTED" section above) can be converted to Raster/Bitmap
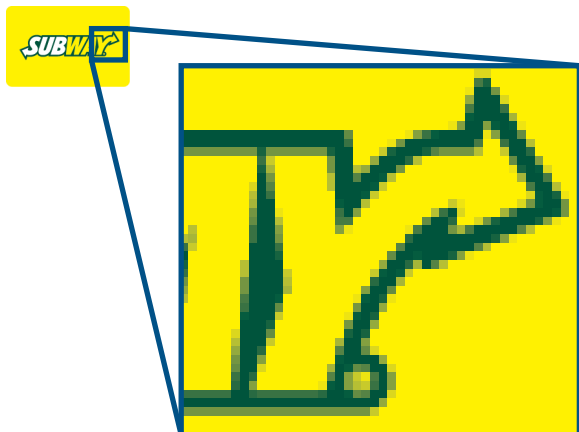
Raster/Bitmap Vs. Vector - What is the difference?

Raster/Bitmap

These images are made of tiny dots, or "Pixels". Each dot has a single color, which is then arranged to form the image.

Once they are created at a given size, any enlarging or reducing of the image produces jagged edges or bluring of the image.

Vector

Vector graphics use mathematical formulas to draw lines, curves and other shapes.

When a vector image is resized, the image is actually redrawn using the mathematical formulas and results in no loss of quality.

Raster/Bitmap Example:

Vector Example: