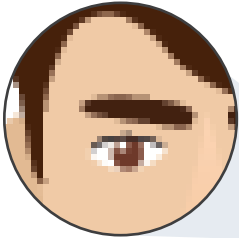


When working with a printer, you may find that your job is put on hold because you did not provide image files, or possibly the wrong file types were provided. This graphic will help you decipher what raster and vector images are, and the proper application for each.

RASTER


Used for photos or elaborate illustrations. Hard to edit and scale to a different size. Works best for web.



Consisting of pixels. Each pixel contains information about one specific color.


File Formats


bmp, gif, jpg, png, psd, & tiff





Adobe Photoshop

Other Programs that can be used

 Adobe Bridge

 Adobe Dreamweaver

 Adobe Lightroom

 Adobe Illustrator

Supported Transparencies?

☐ Yes ☐ No ☒ It's Complicated

Not all raster file types will support transparencies. Most commonly used file types are png & tiff.

Things to consider...


When submitting a raster image, always make sure that the file is provided at 100% the anticipated size (or larger), and at least 300 dpi (dots per inch).

Raster images will work well with digital printing, but you may run into issues when printing offset.

OR

VECTOR


Used for illustrations that may require unlimited scaling. Easy to edit with native art files. Works best for print.



Consisting of lines and curves based on mathematical equations.


File Formats


ai, eps, pdf, & svg





Adobe Illustrator

Other Programs that can be used

 Adobe InDesign

 CorelDRAW

 Adobe Acrobat

 Sketch

Supported Transparencies?

☒ Yes ☐ No


Vector images are transparent as long as there is not a background image applied to the file.

Things to consider...

Vector is the gold standard when it comes to printing, however not all eps files are created equal. Any file can be saved as an eps file, yet to surely be considered vector art the image must consist of **Bézier curves**.


Vector images will work well with digital and offset printing. PMS colors are ideal for maintaining brand consistency.

Enjoy this infographic? Would you like to have one created that speaks to your business or industry? Contact us today, and see how we can make your brand stand out from the competition.




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