

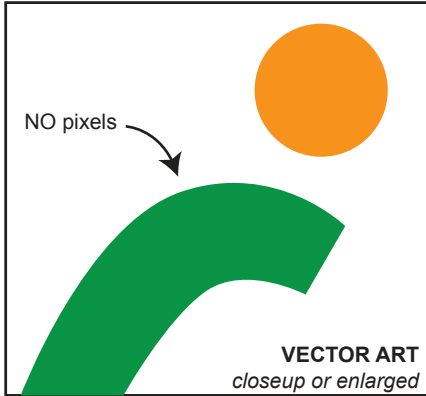
# Vector vs Raster Images

## for Custom Panels by Lowell

### **PREFERRED**

**Vector Image = line art**

*EXAMPLE: Logos / Charts / Graphs*



#### **File Formats:**

- **.AI** = Adobe® Illustrator® (AI)
- Vector based **.EPS\***
- Vector based **.PDF\***

#### **Color Formats:**

- **CMYK** = Four color process
- **Pantone Color Bridge**

#### **What a Customer Needs to Know:**

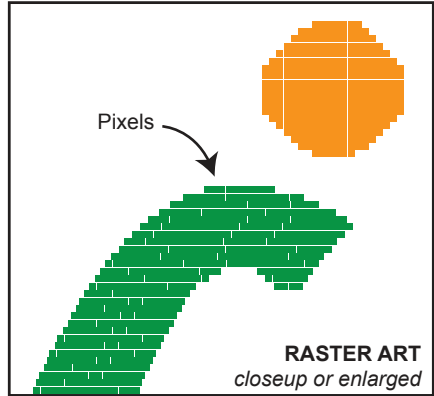
- Vector based artwork please
- Editable .ai, .eps or .pdf
- All fonts converted to outlines
- CMYK color value(s) embedded in artwork

VS

**May incur set up fee (\$50/hr)**

**Raster Image = pixel art**

*EXAMPLE: Photographs / Web Images*



#### **File Formats:**

- **.EPS\*** = from photo editing software
- **.PDF\*** = from photo editing software
- **.JPG**
- **.BMP**
- **.TIF**
- **.PNG**

#### **Color Formats:**

- **CMYK** = NOT RGB

#### **What a Customer Needs to Know:**

- This is not a vector file. It may require an additional charge for conversion to printable artwork and may not reproduce as expected. \$50 per hour set up fee.
- Vector based artwork is preferred
- Editable .ai, .eps or .pdf
- All fonts converted to outlines
- CMYK color value(s) embedded in artwork

\* *EPS & PDF files can be vector or raster images depending on software used to create them.*

*Vector = created with drawing software such as Adobe® Illustrator® or CorelDraw®*

*Raster = created with photo editing software such as Adobe® Photoshop® or CorelPaintshop®*

*Logos are usually created as a vector image first. Raster images are then generated from that vector file for other purposes.*