

Graphic File Types

The difference between vector and raster graphics is that raster graphics are composed of pixels, while vector graphics are composed of paths.

RASTER

Common raster graphic types: JPG, TIFF, a scan, fax or photocopy saved as a PDF, BMP, PNG, GIF

Raster Graphics cannot be enlarged without losing quality. When raster graphics are enlarged they become "fuzzy," since each pixel increases in size as the image is made larger. *

The raster format is best suited for photographs.

VECTOR

Common Vector graphic types: AI, EPS, PDF

Vector graphics are the preferred format for logos and text. Vector graphics can be enlarged without losing quality. For signage they will typically consist of solid areas of color with few or no gradients.

Where to get your logo in vector format?

Do you have a Brand Manual? Try contacting your Marketing Department or the Designer that created your logo.

If a vector graphic of your logo is not available a high resolution raster image is recommended.

For High Resolution we recommend;

larger than 6 inches along the smaller dimension and 200 dpi or greater

A high resolution file has more pixels which result in a higher quality reproduction.

*Most images taken from a website are raster and will not print well because they are low resolution.



Minimum Raster Image Sizes For Print

Print Size	Min. Image size (pixels)
≤ 5 x 7	140 x 200
> 5 x 7 to 8.5 x 11	360 x 540
> 8.5 x 11 to 24 x 36	1000 x 1500
> 24 x 36 to 48 x 96	2200 x 3300