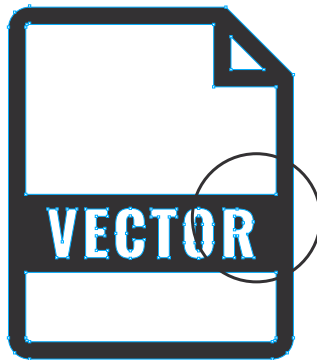


It is all about quality

WHY WE USE VECTOR FILES



VECTOR

Common file endings: .ai,
.cdr, .eps*, .pdf*, and .svg.Original Size
(100%)

Enlarged 200%



Enlarged 400%

Vector files use mathematical points and paths (simulated above in blue) to describe all of the shapes and lines in the graphics. Because of this, the size of a vector image can be increased to any size without distorting the quality of image. Our production machines also follow these points and paths when cutting materials. Typical vector files are created with programs like Adobe Illustrator or CorelDraw and commonly end with .ai, .cdr, .eps*, .pdf*, and .svg.



*PDF and EPS files are generally vector-based but it depends on how they were created. Raster images can be saved as either file type. We would be happy to review your file(s) to determine whether we can use them for production or not.



RASTER

Common file endings: .psd,
.jpeg, .png, .tif, and .gifOriginal Size
(100%)

Enlarged 200%



Enlarged 400%

Raster images (also called Bitmap images) are comprised of lots of tiny squares called pixels. Photographs are a common type of raster image. At the original size, raster images look great, but when they are enlarged, the edges of the shapes and lines in the graphics become blurry and jagged (or pixelated). Typical raster image files are created with programs like Adobe Photoshop and commonly end with .psd, .jpeg, .png, .tif, and .gif to name a few.



Digitally printed wall graphics and other large format artwork are often photographs or other raster type images. The rule of thumb is that the resolution of the image needs to be 150PPI at the full output size of the graphic.

If you do not have vector-based files (.ai, .cdr, .eps*, .pdf*, or .svg) of your logo or artwork, please contact the person who originally designed your graphics. They should be able to provide the proper file(s), fonts, and colors.

If possible, please provide your vector file with all fonts converted to outlines and any specific colors embedded in the file. Alternatively, you can give us any Pantone (PMS) colors that need to be matched. While we have an extensive library of fonts, we cannot guarantee that we will have your specific font.