

Raster vs. Vector

What you need to know about images before you print!

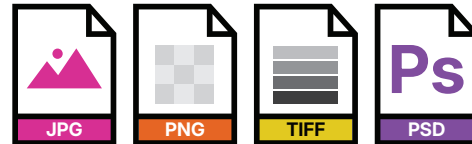
Not sure what file to send when you're ready to print? You're not alone. The two most common types of image files work very differently, and sending the wrong one is one of the most common reasons a logo ends up looking blurry in print.

Raster images

Not ideal for logos unless you have a very high resolution version.



- Made of tiny coloured squares called **pixels**
- Zooming in or enlarging makes it blurry
- **Best for photos** and anything with complex colour or gradients.



Common file types: JPG, PNG, TIFF, GIF, PSD (*Adobe Photoshop*)

Vector images

Your logo blown up to billboard size will look just as sharp as it does on a business card.



- Made up of mathematical lines and shapes
- Can be scaled to any size without losing quality
- **Best for logos**, icons, and simple graphics



Common file types: EPS, SVG, PDF, AI (*Adobe Illustrator*)

Don't have the right file type?

We have an experienced Production Design team who can help!
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