

File Types

The majority of file submissions are logo files that we will use to create a final print file.

The most versatile and best quality logo file is a **Vector file**. Vector files can be saved as native Adobe Illustrator .AI files, EPS or PDF files.

Vector Files are ideal when printing one, two or three spot colors or when specific PMS colors are required. Some products such as custom floor mats, or custom color paint labels can require a vector file because of the output size or because they require the use of a PMS color.

A **High Resolution Raster File** is a file set up and saved as CMYK for 4 color process output. When .JPG, PNG, EPS, TIFF or PSD image files are present in an artwork file they will be output as Raster files and are therefore resolution dependent. They should be supplied at 300 dpi for high quality print output.

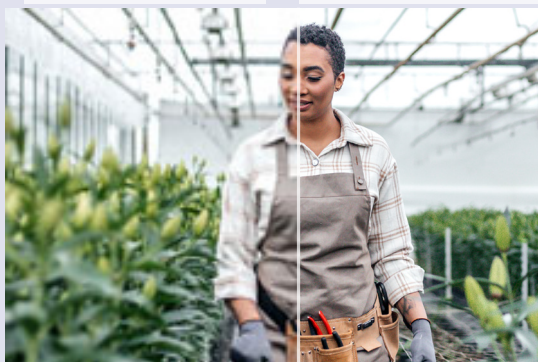
What is "RESOLUTION & RASTER"?

Resolution for print is measured in dots (or pixels) per inch (DPI), which refers to how many dots are displayed per inch of a **Raster** image (photo).

A **Raster** image is made from thousands of color dots and is therefore resolution dependent. High resolution images (300 dpi) result in a high-quality, crisp image output while low resolution images with fewer dots per inch, result in a low-quality pixellated output.

LOW RESOLUTION

HIGH RESOLUTION



Raster artwork should be saved as **300 DPI** for high resolution print quality. Raster file types can be **JPG, PNG, EPS, TIFF or PSD**.

What is "VECTOR"?

Vector artwork is made up of points, lines and shapes which means that they can be scaled up or down without losing any quality. These graphic files are created within Adobe Illustrator.

Vector files are saved as **AI, EPS or PDF**.



Vector artwork is the best file type when it's available.

Let's talk COLOR!



CMYK is made of Cyan, Magenta, Yellow, and Black (**CMYK**). This color format used for all 4 color process printing.

PMS using the standard Pantone Matching System (**PMS**). This color format is necessary when a one, two or three spot color output is required.

RGB is the color you see on your screen made up of Red, Green and Blue light (**RGB**). This color format is only used for screen display such as websites. All color files submitted as RGB will be converted to CMYK for printing.

