

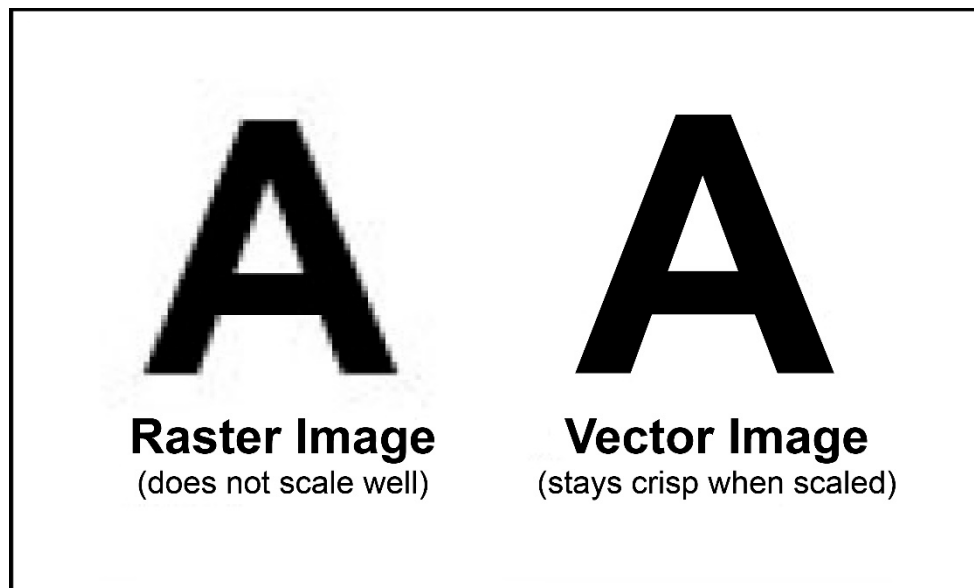
Please send a vector logo file for use on your signage. Vector logos will produce the best signs at any size. Images from websites are raster images and will not print well.

Where can you find vector images?

- Marketing departments usually have these types of images. Just request a vector eps.
- You can also ask your printer for a vector eps. Be sure to tell them that you need to send it to your sign company, so they can send the right file type.
- You may have received your logo from a graphic designer. EPS files can only be opened by design software such as Adobe Illustrator. They usually show up as an unrecognizable file type on your windows computer. They will have a file extension of .eps.

Raster vs Vector Images:

There are two types of digital graphics files – vector and raster. Vector images are made of hundreds of thousands of tiny lines and curves (or paths) to create an image. Raster images are composed of pixels.



Raster

- Best Image type for websites
- Comprised of Pixels
- Loses quality when scaled larger
- Can't convert to clean vector image
- File Types: BMP, GIF, JPG & PNG

Vector

- Best Image type for printing
- Formed by various shapes
- Scalable
- Can convert to a raster image
- File Types: EPS, Adobe Illustrator, SVG and Print-Ready PDF