



## VECTOR vs BITMAP IMAGES

To assist us in reproducing the highest quality print possible, we require Vector-based artwork. The quality of a print, is directly affected by the quality of the artwork. Please see below for a detailed description of the correct art required for print decoration.

All art should be forwarded to your account manager. Information such as print colours, PMS colours, required size and position of prints (if applicable) is vital, as without this information we are unable to proceed with your Artwork Approval. Please ensure that all of this information is either supplied with the artwork, or is made available when placing your order.

ZOOMED AT 250%



**VECTOR IMAGE**

### PROGRAMS USED TO CREATE VECTOR FILES

- ADOBE ILLUSTRATOR
- MACROMEDIA FREEHAND
- COREL DRAW

Vector files enable us to create colour separations and produce a clear final print. This file type is resolution independent which allows us to scale the image proportionally to any size possible and to any output device without losing quality/detail or clarity.

Vector images are mathematically defined objects. An example would be a tyre, the vector file will mathematically define the circle drawn with a particular radius, assigned colour and set location on the page. This image can be moved, resized or have its colour changed without losing image reproduction quality.

Vector image formats acceptable are :

- Vectorised .EPS files
- Adobe Illustrator .AI files
- Vectorised .PDF files
- CorelDRAW .CDR files

To assist us in reproducing the best image possible it may be best to speak with your company Public Relations or Marketing departments when seeking files relating to printing. Other areas to approach for finding the right file types can be the Stationery supplier that prints your letterheads and cards. Alternatively the business/designer of the logo will definitely be of assistance to you.

ZOOMED AT 250%



**BITMAP IMAGE**

### PROGRAMS USED TO CREATE BITMAP FILES

- ADOBE PHOTOSHOP
- ADOBE IMAGEREADY
- MICROSOFT WORD
- INTERNET IMAGES
- POWERPOINT

Rasterised or Bitmap images are files that cannot be manipulated and inevitably reproduce or print poorly. This will not change if the image is placed in a vector image program such as Adobe Illustrator and saved as an EPS. Simply changing the file name from .JPG to .EPS will not make the difference either.

These images use a grid like pattern (bit map or pixels) to present an image. Each pixel has a set location and colour assigned to it. An example would be a colour photo from a digital camera or graphic images from the web.

Bitmap images are resolution dependent and as a result, depending on the configuration it was saved at, can appear jagged or reproduce poorly if resized larger than that they were created originally for. Web images are definitely not suitable for any print media.

Typical BITMAP image formats are :

- .JPG files
- Bitmap .BMP files
- Embedded .PDF files
- Microsoft Word files
- .TIFF or .TIF files
- .GIF files
- .PPT files