

RASTER vs VECTOR

A R T W O R K

RASTER

- Most common file format
- All photos, JPG's, TIFF's, and most internet files
- **Cannot be used for production**, except for photo reproduction projects
- You can send us a photo or internet file but it would still need to be drawn by an artist



Original **RASTER** file



200% view
(Note jagged, blurry lines)

VECTOR

- Not common file format
- Need special software – usually owned by graphic artists
- Produces perfectly clean lines which are required for production
- Based on mathematical formulas, rather than pixels



Original **VECTOR** file



200% view
(Note sharp, clean lines)

VECTOR ARTWORK IS REQUIRED FOR PRODUCTION PURPOSES.

- We will gladly create all your artwork for you
- You can send us any type of a rough sketch and we can redraw it for you
- Our excellent artists have years of experience
- Black lines are raised metal, white areas are recessed
- Lines must have perfectly clean edges