

### VECTOR - ai / pdf / eps / dxf / svg

#### What is a vector?

An artwork made up of points, lines and curves rather than solid coloured square pixels (e.g a jpeg) Vector artwork can be manipulated in many design programs. This means that no matter how large or small the artwork or how close you zoom in on the image - the lines, curves, and points remain smooth with no loss of detail.

#### What do we use vectors for?

Producing artwork and production files for;

Laser cutting

Laser marking

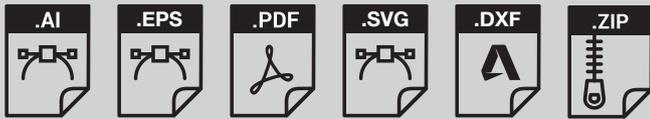
Any print process which requires layers for producing white or varnish

Any process which requires a production plate - pad print / roll form labels

Vectors make for quicker artworking and cleaner images. If you are unable to supply a vector we ask for a high resolution jpeg - at 300dpi (dots per inch). We can then look at redrawing your artwork at a cost of £45ph.

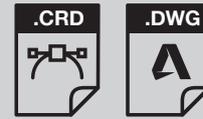
Please do not supply raster images saved within design files posing as vectors - this will not produce a vector file and we will still need to request a vector image from you.

### ACCEPTED/PREFERRED FILE FORMATS:



YOU CAN SEND LARGE FILES IN A ZIPPED FORMAT

### EXCEPTIONS:



WE ARE ABLE TO OPEN DWG AND CRD FILES ON SOME OF OUR PRODUCTION SOFTWARE. PLEASE USE AS LAST RESORT

### RASTER - jpeg / png / tiff / psd

#### What is a raster?

A raster image - also referred to as bitmap or pixels, is a non editable flat image (like a photograph) made up small square pixels - it cannot be manipulated or edited in any design program. Raster images cannot be used for any most artworking or production processes. We would require 300dpi (dots per inch) to achieve a quality print or to use for redrawing purposes.

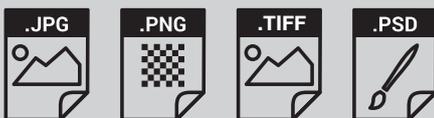
#### What do we use rasters for?

Printing a solid photograph or image such as a logo

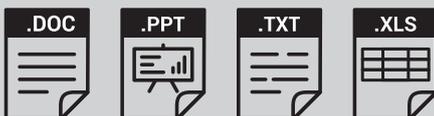
Laser marking - as long as the quality is high (300dpi)

If a raster image is your last resort but we require a vector for production then we will need to redraw your artwork at a cost of £45ph.

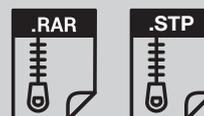
### RASTER FILE FORMATS:



### OTHER FILE FORMATS - doc / ppt / txt / xls / rar / stp - Not accepted / used for quotation or reference purpose only



QUOTE OR REFERENCE PURPOSES ONLY - USE TO SUPPLY INFORMATION SUCH AS SERIAL NUMBERS OR ORDER DATA



CANNOT BE OPENED PLEASE PROVIDE A DIFFERENT FILE FORMAT AS ABOVE

If you need to discuss artwork requirements further - please contact the office 01903 751666

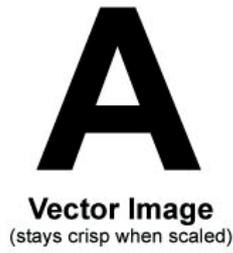
# VECTOR VS RASTER EXAMPLES



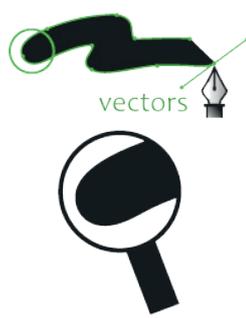
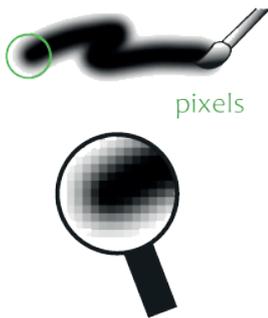
Bitmap



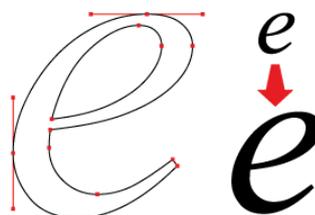
Vector



# RASTER *VS* VECTOR



VECTOR GRAPHICS



BITMAPMED (RASTER) GRAPHICS

