V E C T O R S

Your Project Manager may ask you for your logo, image or graphic in a vector file format. In this document, we'll explain what a vector file is, and why you need to provide one.

W H A T   I S   A   V E C T O R   F I L E ?

There are two types of image files – vector files and raster files. Raster files are created using small squares of colour, or pixels. Vector files are different – they're source files, created using adjustable lines and curves.

Raster File Formats	Vector File Formats
.jpeg, .png, .gif, .tif	.ai, .eps, .pdf, .svg

Sometimes, .pdf and .eps files can be vector or raster. We cannot use raster .pdf or .eps files.

Note: *A vector can be saved as a raster file, but a raster file cannot be saved as a vector file. Changing the file name or extension does not always change the file type.*

W H Y   D O   I   N E E D   A   V E C T O R   F I L E ?

A vector is a combination of lines, shapes, text and colours that can be assembled and disassembled, stretched, enlarged and shrunk without any loss of quality.

When you stretch, enlarge, or shrink a raster file, the image loses quality. A raster file will suffer from pixelization.

Jpeg (raster image)   Eps (vector image)

raster vs vector shown at 10x zoom

When a vector file is resized, mathematical formulas recalculate and adjust the image, so the quality remains the same. Raster images may look clear on a computer screen, but they cannot be printed any larger without becoming pixelated. We need a vector file to ensure the finished product – whether it includes laser cutting, printing or engraving – is of the highest quality.

I   D O N ' T   H A V E   A   V E C T O R   F I L E , W H A T   D O   I   D O ?

Often, an original logo will have been created as a vector file. We recommend that you speak to your artwork originator – the person that provided you with your logo or artwork – to obtain your vector file.

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