



ram promotions ltd

Who is this Vector?

vector |'vektər|

[as adj.] Computing **denoting a type of graphical representation using straight lines to construct the outlines of objects.**

Vector artwork is ideal for printing. Since the artwork is made from a series of mathematical curves it will print perfectly crisp even when resized. For instance, you can print a vector logo on a small sheet of paper, and then enlarge the same vector logo to billboard size and keep the same high quality. A low-resolution raster graphic (jpg, jpeg, gif, psd, doc, tif, tiff) would blur or pixelate excessively if it were enlarged from business card size to say the size of a print on a bag or tshirt.

The same consideration that we've made for graphics also apply to typed text as we regard typographic characters as images for printing.