

WHAT IS A VECTOR IMAGE?

Vector images allow for more flexibility compared to a Raster Image. Vector file types such as EPS, AI, SVG and PDF* are perfect for creating images that will require resizing. Your logo should be created as a vector and saved as such so you can use it with smaller items such as your business card and letterhead, but also on larger surfaces, such as a custom flag or billboard. You will likely still need to save a JPG or PNG for use on the web from this vector file.

**A PDF is generally a vector file. However, depending how a PDF is originally created, it can be either a vector or a raster file.*

VECTOR FILE



RASTER FILE



IS MY ARTWORK VECTOR?

If your artwork saved as EPS, AI, SVG or PDF* it is likely that it's a true vector file. However, re-saving a raster image with an EPS, AI or PDF extension will not render it vector. There is no way to convert a raster file into a vector file without redrawing the art. This makes it vital to save a master vector file from the start.

If your artwork is saved as JPG, PNG, GIF, or TIF it is **not** a vector file. These are raster images which are created with pixels as opposed to a smooth line created using mathematical formulas.

If you're still unsure, zoom in on your logo. If you see pixels or individual squares, this is a raster image. If you see a smooth line, it is a vector image.

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VECTOR

EPS

An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size it needs to be. An EPS file can be reopened and edited.

AI

An AI file is a proprietary, vector file type created by Adobe that can only be created or edited with Adobe Illustrator. It is most commonly used for creating logos, illustrations and print layouts.

SVG

An SVG file is a web-friendly vector file format written in XML code, meaning they store any text as literal text rather than shapes. SVG images are mainly used on the web, they also work well beyond the online world.

PDF

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RASTER

JPG

JPG (or JPEG) is a raster image that is often used for photographs on the web. A JPG can't have a transparent background so they are always in the shape of a rectangle or square with a solid background.

PNG

PNG is a raster image type. The main difference between a PNG and JPG is that a PNG can have a transparent background and is larger and higher quality. A PNG is ideal for saving logo files for websites because they can be placed over a colored background.

GIF

GIF is a raster image type. GIFs contain up to 256 RGB colors. The fewer colors and shades contained in an image, the smaller the file size. GIFs are ideal for images that use just a few solid colors and don't have gradients or natural shades. You wouldn't want to use a GIF for a photograph.

TIF

TIF (or TIFF) is a large raster file. It has no loss in quality and is primarily used for printed images. On the web, you generally want to use smaller images such as JPG or PNG.