

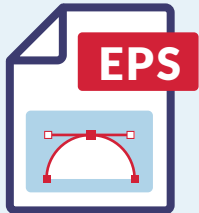
# WHAT IS A VECTOR FILE?

...and why we need it

FOR OUR LOGOS AND/OR GRAPHICS WE NEED A TRANSPARENT AND VECTORIZED VERSION OF YOUR ARTWORK, SCALING YOUR GRAPHIC WITHOUT LOSING ANY RESOLUTION IS KEY TO GET YOU THE BEST QUALITY LOGOS.

## VECTOR vs RASTER

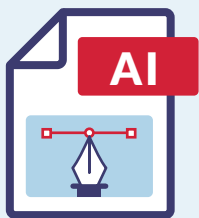
Vector images are made up of basic geometric shapes such as points, lines and curves. They can be scaled to any size without any loss of quality.



### ENCAPSULATED POSTSCRIPT FILE

It is usually used for logos and illustrations. It can be scaled to any size without any loss of quality. It supports transparency.

Example: filename.eps



### ADOBE ILLUSTRATOR

It is a file format with support for layers. It can be edited using Adobe Illustrator.

Example: filename.ai

### PORTABLE DOCUMENT FORMAT



It is generally used for emailing and distribution. It is the digital version of hard copy printout.

**NOTE:** Not all PDF files are vector. Please make sure with the following ZOOM TEST that your file will work.

### ZOOM TEST

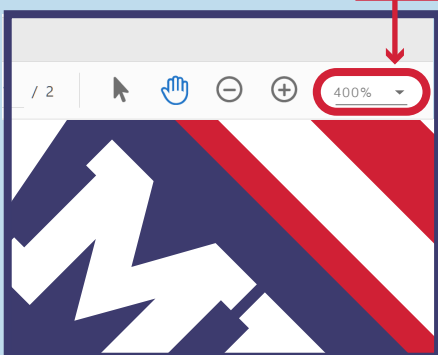
**IMPORTANT:** Zoom Test should be done on a Desktop/Laptop, not a mobile device.

It's easy to tell whether your PDF file is a raster or vector format by viewing it in Adobe Acrobat. This is important since the two file types are converted differently. Vector PDF files are best transformed through data extraction. Raster PDF files are traced since there is no data to extract.

**a** Open your PDF file with Acrobat or Acrobat Reader. Use the Magnifying Control to zoom in on a detailed section of the file. At 100-150%, it may be hard to tell the difference. Continue zooming until you are at a magnification greater than 400%.

**b** The section of the picture should be magnified on your screen and it should become apparent whether you have a vector or raster PDF file. The Vector PDF file will look clear and smooth at any resolution while the raster PDF will become pixelated and grainier the more it's zoomed. In the example below, the section is enlarged 400%.

#### VECTOR IMAGE ZOOMED 400%



#### RASTER IMAGE ZOOMED 400%

