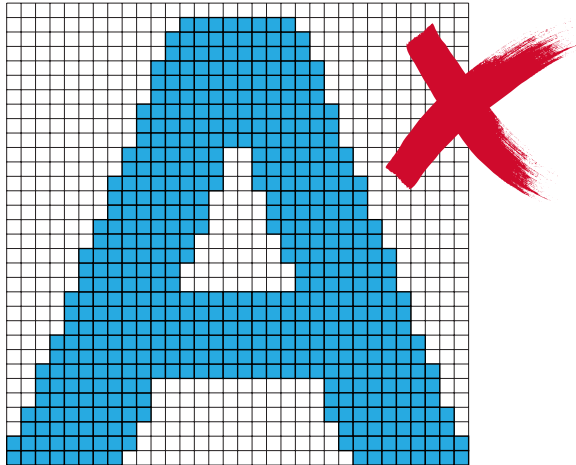


LOGOS AND VECTOR GRAPHIC FILES FOR CUSTOM PRINT WORK



There are two kinds of graphics created on a computer:
raster images and vector images.

RASTER/BITMAP



Raster images are composed of a grid of pixels (ie. a digital photo). These require higher resolutions (lots of pixels) to appear smooth. 300dpi is standard for print work.

RASTER FILE FORMATS INCLUDE:

TIFF, JPG, GIF, BMP, PNG, PSD

VECTOR



Vector images are math based and consist of points. The edges of vector graphics remain smooth at any size or resolution. Fonts, graphic art and illustrations are typically vector-based.

VECTOR FILE FORMATS INCLUDE:

EPS, PDF, AI, SVG, PS

“Acceptable” (Almost always acceptable) files end with these extensions...

CustomerLogo.**eps** CustomerLogo.**ai** CustomerLogo.**svg**

“Possibly OK / needs review” files end with these extensions...

CustomerLogo.**pdf** CustomerLogo.**tiff** CustomerLogo.**png** CustomerLogo.**psd**

“Unacceptable” files end with these extensions...

CustomerLogo.**jpg*** CustomerLogo.**gif** CustomerLogo.**bmp** CustomerLogo.**doc**

Have questions? Just ask.

*Some high-res .jpg files may be adequate for print work.

There can still be print limitations with any file. You can email logo files to llabree@dennisexpress.com if you have any questions.

