

• DeSigns Inc. Artwork Requirements •

We accept a number of different file formats, although certain file types are preferred for certain jobs. If you have questions about appropriate software and file specs, please contact your Sales Associate or the Art Department. These requirements are to ensure you receive a clear and crisp final product.

Acceptable Vector Formats:

- Adobe Illustrator CC (.ai, .eps, .pdf, .svg)
- All text must be converted to outlines
- Artwork font files are to be supplied by client if necessary
- If precise colors are important, please specify PMS color(s)

Acceptable Raster Formats:

- Adobe Photoshop CC (.psd, .tif, .jpg, .pdf, .eps)
- ALL RASTER FILES MUST BE SAVED AT A MINIMUM OF 150 PPI AT 100%

If you submit files that are unacceptable, art charges may apply for modifying or recreating your work.

VECTOR vs. RASTER FILES

There are 2 different types of images used by graphic design programs, raster images and vector images.

VECTOR



100%

RASTER



100%



500%



500%

The difference between vector and raster graphics is that raster graphics are composed of pixels, while vector graphics are composed of paths. A raster graphic, such as a jpeg, is an array of pixels of various colors, which together form an image. A vector graphic, such as an .eps file or Adobe Illustrator file, is composed of paths, or lines, that are either straight or curved. The data file for a vector image contains the points where the paths start and end, how much the paths curve, and the colors that either border or fill the paths. Because vector graphics are not made of pixels, the images can be scaled to be very large without losing quality. Raster graphics, on the other hand, become "blocky," since each pixel increases in size as the image is made larger. This is why logos and other designs are typically created in vector format; the quality will look the same on a business card as it will on a billboard. See the examples on the left for a visual comparison.