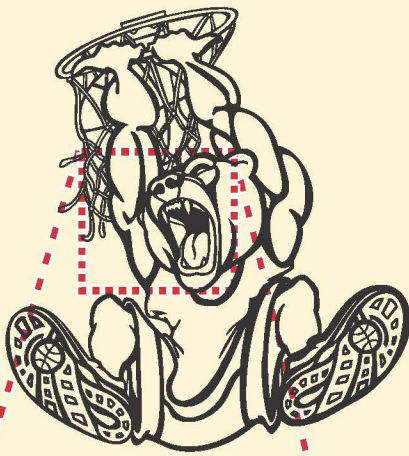


Vector Art VS. Raster Art

Vector artwork is digital art composed of mathematical lines and curves. As a result, vector images can be reduced or enlarged in size indefinitely, without any loss in image quality. Typical vector file types include .ai, .eps, .ps, .pdf, and .cdr.

Raster artwork is any digital art composed of horizontal and vertical rows of pixels. As a result, when raster images are enlarged, the image quality diminishes significantly. Typical raster file types include .psd, .tif, .jpg, .gif, .png and .bmp.

Vector Art

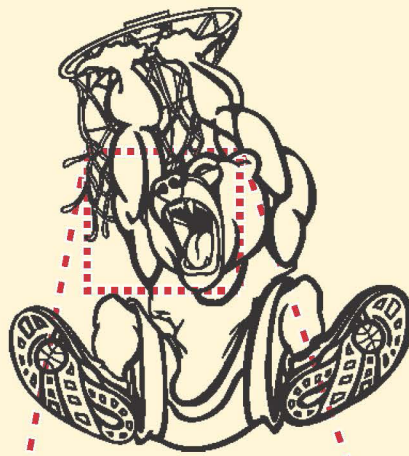


Vector Art



Vector artwork will produce the best possible result.

Raster Art
High Resolution

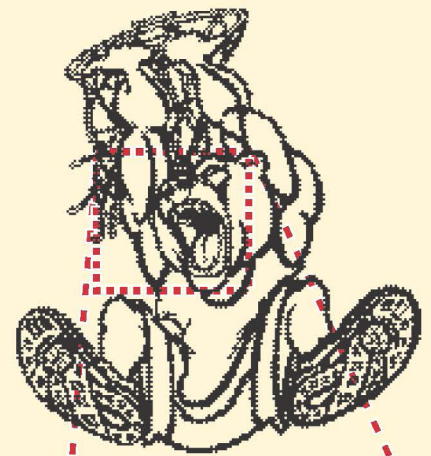


Raster Art
High Resolution



A crisp imprint is possible with artwork 300 dpi or higher at actual size, but Vector artwork will produce the best result and may be required for color separations.

Raster Art
Low Resolution



Raster Art
Low Resolution



The image will appear fuzzy, jagged and blurry. Not recommended.