SCHLOSSER

GUIDELINES FOR ART SUBMITTAL

WANT TO MAKE A SIGN OUT OF YOUR GRAPHIC ART? WE CAN DO THAT!

But first, here are some guidelines. As you may know, there are two kinds of graphic files, VECTOR and BITMAP (sometimes known as raster). Each kind works great for its own intended purpose, but not so much for the other's. Their differences are simple, but important.

Vector and bitmap images both appear as pictures, but they have different compositions. Bitmaps are made of pixels, which are tiny squares of individual color in a grid. Vector files are made of many, individual, scalable objects based on mathematical calculations created by software.

Their differing compositions mean that bitmaps "pixelate" or become fuzzy when the image size is increased, while vector files can be infinitely increased and maintain their clarity and crispness. While we don't like to come off as haters, we prefer receiving vector file images over bitmaps.

Aside from being able to increase the image size of vector files without sacrificing clarity, it's complicated to turn a bitmap file into a vector file. This can result in more time and even an increase to the cost of your project. But that's not to say we aren't here to help if you need a new art file created for your logo or graphic, we'd love to work with you to do so!

PREFERRED FILE TYPE

VECTOR

BITMAP

VS

Vector file types include: .eps, .ai, .dwg, .cdr, .svg

- Smaller file size
- Can convert to other vector files as well as bitmap.
- Image size can be infinitely increased without compromising clarity
- Can be used for cut files for vinyl or routing
- Requires specialized software to create and edit

Bitmap file types include: .gif, .jpg, .png, .tiff, .psd

- Larger file size
- Can convert to other bitmap types but not to vector.
- Pixelates when the image size is increased
- Cannot be used for cut files for vinyl nor routing
- Limitations on editing these types of files

WHEN SHOULD YOU USE A BITMAP?

If your graphic art contains a photo or a complex gradient fill, vectors are limited. They typically consist of solid areas of color, so they cannot depict the continuous, subtle tones of a photograph. This is why the result, like the example below, is cartoon-like. But the key to a good bitmap is proper resolution. The basic rule of thumb is 150 DPI at full size, but our sales specialists and designers can help you with that!

VECTOR   BITMAP