

# WHY WE PREFER VECTOR FILES

We use vector logo files to create your sign. Here is why.



## RASTER



Common raster files end in:  
.jpg, .bmp, .png, or .tif

Raster or bitmap files are made of pixels or tiny squares of multiple colors. The same way a photograph is built. Pixels or raster images cannot be enlarged over a certain size or they come blurry as the example above shows. Raster files are typically used for web use. Dimensional signs made from vinyl, metal, or plastics cannot be made from raster files due to the jagged edges.



## VECTOR



Common vector files end in:  
.eps, .ai, .svg, or .pdf

Vector files are made of mathematical equations using points paths. Vector files can be enlarged to any size without distortion and can be used photograph is made. As the example above shows the edges are clean and sharp. Vector files are usually provided by your professional graphic designer when your logo was created. File formats such as .eps or .ai may only be opened in professional design software.



\*A PDF is generally a vector file. However, depending how a PDF is originally created, it can be either a vector or a raster file. A .pdf file could be a .jpg file that was resaved as a .pdf. We can determine if your .pdf is the right format by sending it to us.

It may be best to contact the original person that created your logo to find the correct files. They may have native art files created in professional design software as well as font names, PMS colors and vector art used to create your logo.



**NORTHWEST**  
SIGN & DESIGN

If you don't have a contact with your logo designer, try to find files that end with any of these extensions: **.ai, .eps, .pdf, or .svg.**

Don't have these file types? Ask how we can help with our graphic design services.

High Quality Interior and Exterior Commercial Signs