

- There are two types of digital graphics: BITMAP or VECTOR
- The images provided to us should be **VECTOR**
- The best way to find out if your logo is vector is by its file extension (.ai, .eps, .cdr)

VECTOR IMAGE

Composed of geometric objects defined by straight lines and curves
Resizable without loss of quality

Logo

100%

Logo

200%

Logo

400%

BITMAP IMAGE

Composed of pixels
Loses its quality when resized

Logo

Logo

Logo

FORMATS (FILE EXTENSION)

file.ai file.cdr
file.eps

FORMATS (FILE EXTENSION)

file.jpg file.png
file.tiff file.psd



A file provided in a bitmap format must be retraced by a graphic designer and a surcharge is applicable

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