VECTOR
Precise line art
Can enlarge without loss of quality

100%

200%

250%

RASTER (or BITMAP)
Image made of square pixels
Enlargement = loss of quality

100% @ 72 DPI

100% @ 300 DPI

200% @ 72 DPI

200% @ 300 DPI

250% @ 72 DPI

250% @ 300 DPI
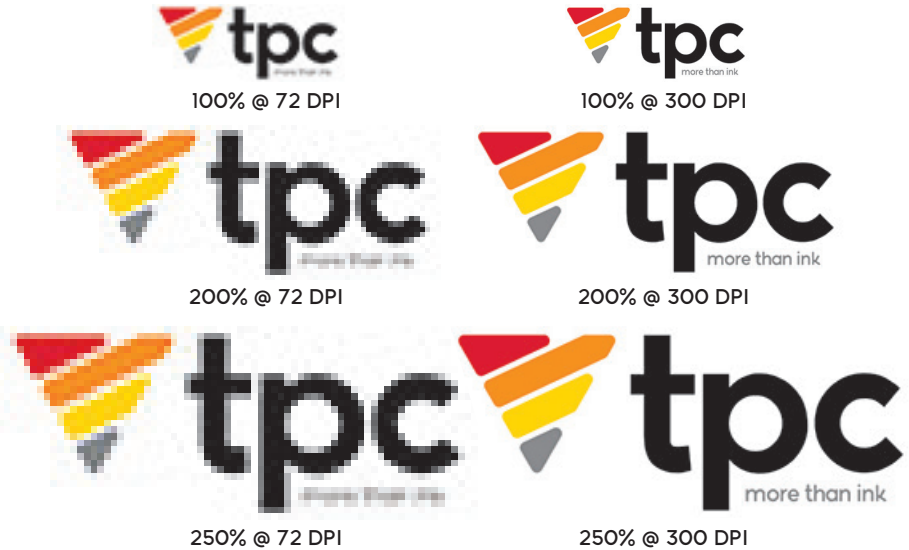
WHAT TO REQUEST FROM YOUR CUSTOMERS:

Logos	Vector (.ai or .eps)
	COLOR LOGOS: PANTONE preferred, i.e. Pantone Red 186 and Pantone Blue Reflex. NECESSARY FOR PRINTING ON PRESS and for consisitent COLOR MATCHING ON DIGITAL COPIER. CMYK is preferred over RGB, unless for the web.
Photos	100% size @ 300 dpi, CMYK (RGB for web use)
	Stock Photos: there is a charge for stock photos and searching for stock photos. To save on billable time, have customer go to **iStock.com** and look for a photo they would like to use. They can download a lo-res image to send to us. After proof approval, Art will download the hi-res version.
Fonts	Ask if they can send the font. If not ask the name of the font. If they don't know, art will try to match as close as possible. (Search time is billable.)
Design	The more information you gather the better idea Art will have in completing a design. Could save a lot of time and expense to the customer. Do they have a sample of what they are wanting? What color scheme? Certain font type? Ask questions!
	Please talk to Art if you would like to have a better idea for Art time involved before quoting a job.
	Be specific when describing Art instructions in PressWise. Vague instructions makes it difficult to know what the customer is wanting.
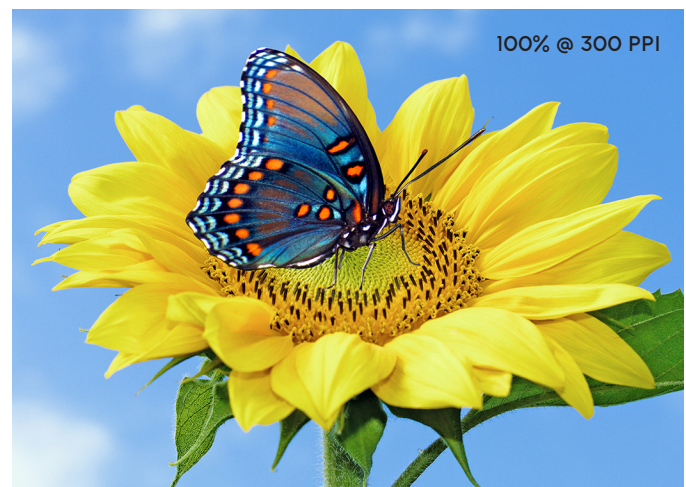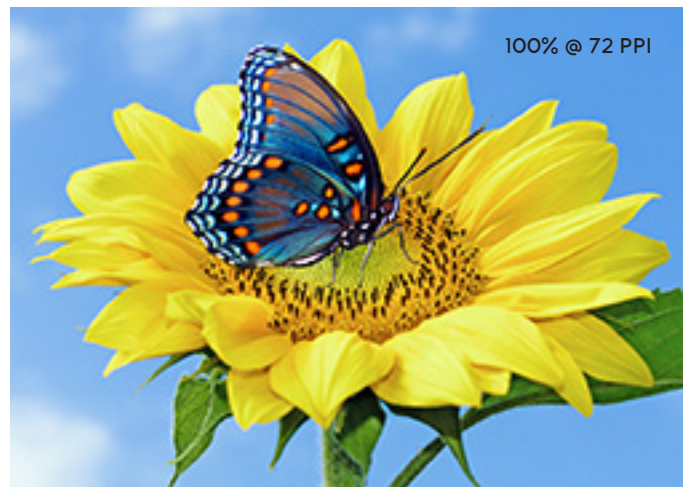
FILE TYPES:

.ai	**Adobe Illustrator** vector-based program
.eps	**Encapsulated Postscript** Usually vector-based
.pdf	**Portable Document Format** A self-contained file that preserves vector images, fonts & graphics to print & display correctly
.jpg	**Joint Photographic Experts Group** Raster image that is compressed for smaller file size - Print & Web use
.tif	**Tagged Image File Format** Raster image - Print use
.png	**Portable Network Graphics** Raster image best for displaying simple images - supports transparency - Web use
.gif	**Graphics Interchange Format** Raster image best for simple images made up of solid colors with no gradients
.svg	**Scaleable Vector Graphics** XML-based vector image format for the web

25% @ 72 PPI

100% @ 72 PPI

100% @ 300 PPI