LOGO ARTWORK REQUIREMENTS

LABELS, HEADERS & INSERTS:

- A vector art EPS file is preferred, although a high resolution (300dpi) JPEG or TIFF file may be used, depending on the logo. *Please note: Pantone colors cannot be matched on JPEG or TIFF files.*
- Background color of JPEG or TIFF files submitted will indicate label background.
- We cannot revise color, font or layout of rastor/ bitmap logo files.
- All fonts used in logo should be included, or put into outlines.
- If a vector file is submitted, we can make changes to color, layout, text & size, given that fonts are included or outlined. *Please note: This may incur additional charges.*

CORKSCREWS & COCKTAIL SHAKERS:

- These items are printed using a process that REQUIRES a vector EPS file.
- JPEGs or TIFFs cannot be accepted, and the job will be delayed until correct format is received.
- All fonts used in logo should be included, or put into outlines.
- We can make changes to color, layout, text & size, given that fonts are included or outlined. *Please note: This may incur additional charges.*

RASTOR vs. VECTOR

There are two kinds of computer graphics:

RASTER *(composed of pixels)*

Common Rastor file types include .JPEG, .GIF & .TIFF

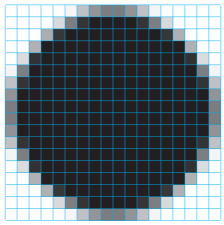
VECTOR *(composed of paths).*

Common vector file types include .AI , .EPS & .PDF

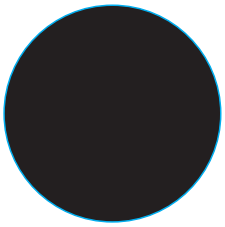
Raster images are more commonly called bitmap images. A bitmap image uses a grid of individual pixels where each pixel can be a different color or shade. BITMAPS ARE COMPOSED OF PIXELS.

Vector graphics use mathematical relationships between points and the paths connecting them to describe an image. VECTOR GRAPHICS ARE COMPOSED OF PATHS.

The image to the left below is representative of a bitmap and the image to the right is representative of a vector graphic. They're shown at larger than actual size to exaggerate the fact that the edges of a bitmap are jagged whereas a vector is smooth.



Rastor Image



Vector Image

Exact color matching can only be obtained when using vector graphics. Because the image is outlined using a path, it can be filled with a uniform color. *(ie. spot color or Pantone/PMS color.)*

As can be seen in the example on the left, the curved edges of a rastor image become jagged and blurry because tints of the original color are substituted so that the curve appears to be smooth. Changing the color of a rastor image will leave the pixels around the edges their original colors. For example, if you were to change a bitmap circle from red to blue, the center would be blue and the surrounding pixels would remain several shades of pink.

In-RoomPlus

If you have any questions please contact our design department at:

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