

ACCEPTABLE FILE FORMATS

VECTOR FILES: .eps .pdf .ai

RASTER FILES: .jpeg .tiff

OTHER FILE TYPES WILL BE ACCEPTED CASE BY CASE.

VECTOR VS. RASTER



Vector files are composed of lines and can be scaled to any size while appearing crisp. Vector files can be fully edited.



Raster files are composed of pixels that when scaled up, will look jagged or pixelated. We can only edit raster files on a limited basis.



Text must be converted to outlines for vector files or embedded into raster files.

DIGITAL PRINT VS. CUT VINYL



- Raster Files
- Complex Designs
- Gradients
- Shadows



- Vector Files
- Basic Designs
- Text Outlined
- Solid Colors

IMAGE RESOLUTION & VIEWING DISTANCE

VIEWING DISTANCE	6 in	1 ft	2 ft	3 ft	5 ft	10 ft	50 ft
DPI	1200	600	300	200	150	72	10

200-300 DPI IS BEST FOR MOST APPLICATIONS.

THE GREATER THE VIEWING DISTANCE THE LOWER THE RESOLUTION REQUIRED.

ADDITIONAL INFORMATION NEEDED

COLOR INFO: Pantone value or CMYK formula

FONTS: If text is not outlined please provide font info