



signs and solutions for
the construction industry

Artwork information

Vector Graphic files

For the greatest accuracy and speed of production (hence lowest costs to yourselves) our preferred artwork attachment format are Vector graphic files. Vector images are made up of nodes and lines; they are resolution independent and can be resized easily without loss of quality.

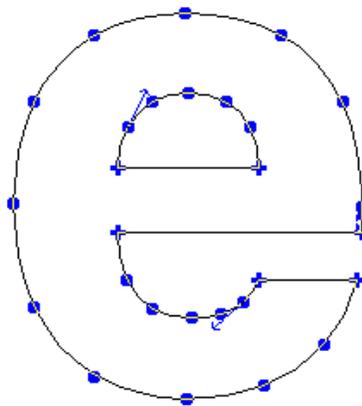


Fig 1: an example of a vector drawing showing nodes

Our preferred type of Vector file is EPS. With EPS, the colour information tends to be accurately carried in the file; however any additional information (such as RAL or pantone references) is also very useful.

Other types of Vector files include

- Adobe Photoshop (ai),
- Corel Draw (cdr)
- Large acrobat (PDF) files.

Bitmap

A Bitmap image (or raster image) is comprised of pixels in a grid. Each pixel or "bit" in the image contains information about the colour to be displayed. Bitmap images have a fixed resolution and cannot be resized without losing image quality. Common bitmap formats are BMP, JPEG, GIF and TIFF. Bitmap images tend to have much larger file sizes than Vector graphics and they are often compressed to reduce their size.



Fig 2: An example of an enlarged bitmap image.



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Conclusion

Whilst we have the capability to redraw logos (even from a scan of a fax header or letterhead) the fastest, most accurate and least expensive method of production is carried out using a vector graphic file together with any other available information. If a bitmap image is to be provided then please try to make the file as large (as near to the actual size you want) as possible.

It worth establishing if there is more than one file version of a logo, in many cases the logo designer will have produced a jpg (or similar) version for general viewing plus an eps version for the sign industry.

Please be aware that Vector graphic files can contain bitmap images. As with normal bitmap images when these are resized a loss of quality will occur.

Please do not hesitate to contact us to discuss artwork requirements.

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