

BITMAP (RASTER) IMAGE



Scaled 300%



Bitmap (Raster) Graphic:

A bitmap (raster) image is nothing more than thousands (or millions) of Pixels arranged to create an image. A logo in a bitmap (raster) format is limited to its resolution - the larger the images increases past it's designed resolution the *worse it will look*. Photos and images created for the web tend to be bitmap (raster) images.

Common bitmap (raster) applications include Adobe PhotoShop and Corel PhotoPaint. Common bitmap formats include PNG, TIFF, PSD, JPEG, & GIF. (These files are **NOT recommended for digital printing.)**

VECTOR IMAGE



Scaled 300%



Vector Graphics:

Instead of pixels to represent an image, a vector drawing applications draw shapes which can be independently manipulated. This applications use mathematical guides to tell the screen to draw an object at a certain angle and size. The objects are resolution-independent, meaning that they can be resized and not loose any clarity. This can be a considerable benefit in logo design as the image often has to fit on several different size formats. **Common vector applications include Adobe Illustrator & Macromedia Freehand.**

Recommended Files for Printing: EPS, AI, or PDF.