

Most of our clients have their print collateral in a digital format, but with so many different types it can get confusing. Here we walk you through some tips on making sure you have the right files for the job!

Vector vs. Raster...

Two very different digital file formats used in designing and fabricating your project. Vector based files are ALWAYS the preferred file format for vinyl graphics signage & screen printing.

These types of vector graphics files are typically created in software programs such as Adobe Illustrator, Macromedia Freehand, Corel Draw and a handful of other applications.

If your project is to be produced in full color such as photography or an image containing gradient shading, then we would need a raster or bitmap file. Common formats are TIFF, JPEG and BMP.

Preferred Vector file formats:

For all jobs that require custom cutting, lettering & logos, or custom manufacturing

Adobe Illustrator

For raw vector files. Be sure to convert all type to outlines.

EPS

For finalized files ready for print. Be sure to convert all type to outlines.

PDF

For finalized files.

Vector Image



.ai .eps .pdf formats

Preferred Raster file formats:

For all jobs containing full color images such as photography or an image containing gradient shading

•TIFF

Most preferred format.

•Adobe Photoshop

For raw psd files be sure to rasterized any text.

•JPEG

File should be 150 or higher at actual size.

High Resolution Raster



gif,png,jpg, formats

File formats that are NOT usable

Microsoft Word, Powerpoint, Excel, Publisher
[Although if we're making a project with a lot of text, we can copy the text from any MS Office file into our design software.]

Web graphics & social media graphics are designed to be displayed on screen, therefore the resolution is too low for large format digital printing.

Low Resolution Raster



gif,png,jpg, formats