

## 1 What is vector artwork?

Vector artwork can be scaled and adjusted without reducing in quality (it's calculated using mathematical algorithms) - edges remain clear and sharp. You may have also heard of bitmap or raster artwork, which is made up of pixels, and distorts when adjusted. Here's a comparison of the two:

Vector Artwork from an .ai file



Bitmap Artwork from a .jpg file



## 2 Why is it important?

Being able to adjust, resize and recolour artwork easily and without any loss of quality is very important because it ensures that your designs will best suit the printing process. Modern print technology prints to an extremely high resolution, so using images such as .jpg or .png files often results in poor quality, blurry or pixelated print results.

## 3 How is it created?

This type of artwork can be created using design software such as Adobe Illustrator, Affinity Designer and CorelDRAW. Make sure to save the vector design you've created in a suitable format.

- ❗ PDF files must still be made using vector artwork. Exporting a bitmap (eg. from Photoshop) won't create vector artwork.
- ✅ Most companies will have an .eps file of their logo as part of their brand identity files, which can be used for your design.

### ✓ Vector Files



### ✗ Bitmap Files



## 4 What if I only have bitmap files?

If you're just looking for a simple label design, we may be able to create your artwork for you or re-create a bitmap design as a vector file. Photographs will always need to be bitmap files, and providing they are high resolution they will still print to a good quality.

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