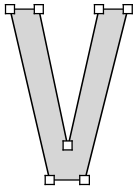
Electronic Artwork Guidelines

For Customer Supplied Artwork

Electronic artwork typically falls into two categories.

Vector Art

Vector art is created using a mathematical tracing style called Bézier Curves. It's easily identified by the very crisp edges and the vector nodes that appear when an object is selected in a vector editing application. This file type is preferred when the following graphic applications are involved:



Routed or Cut Material, Printed Copy and Logos.

Vinyl Lettering (PSV), Intaglio Graphics (Mask), Cut Aluminum / Acrylic / DiBond / PVC, etc...

Vector Based File Formats

.AI - *(Adobe Illustrator)*
.CDR - *(Corel Draw)*
.EPS - *(Encapsulated PostScript)*
.FH11 - *(FreeHand MX)*
.PDF - *(Adobe Acrobat)*
.SVG - *(Scalable Vector Graphics)*

Note: Placing a Bitmap Image Inside one of these formats will not make it vector art. Some clean up may still be required if the vector drawing does not have completely closed vector paths or if it has strokes used in place of outlines. **Artwork that requires additional cleanup or modifications may be subject to additional charges based on an hourly rate.**

Pros

- Can be scaled to any size.
- Larger control over color output.
- Easily modified.
- Easily converted to bitmap.

Cons

- Creating vector art may require the image or logo to be traced by hand.
- Can only be opened by specific applications designed to edit vector artwork.

Bitmap Art

Bitmap art creates the image by filling each individual pixel with a different color assembled on a grid. Bitmap images can be identified by the stair stepping pattern around the curved edges. This file type is preferred when the following graphic applications are involved:

Photographic or Image Oriented Graphics.

Output to Laser, Inkjet or ADO (APCO Digital Output) Prints.

Bitmap Based File Formats

.JPG - *(Less Quality, Smaller File)*
.TIF - *(Better Quality, Larger File)*
.PSD - *(Adobe Photoshop Native Format)*
.GIF - *(Mostly Used for Web, Limited Color Range, Not Preferred)*
.PNG - *(Mostly Used for Web, Limited Color Range, Not Preferred)*

Note: Bitmap resolution should be a minimum of 150dpi (dots per inch). Larger prints may require higher dpi images. Resolution will vary depending on the output size. **Files not meeting these specifications can not be adjusted by APCO and may result in a loss of image quality if the size of the image is increased.**

Pros

- Can be opened and viewed in many applications (including most email applications).
- Special effects such as gradients and transparency are possible.

Cons

- Resolution gets worse as the image gets larger.
- Higher resolution images substantially increase file size.
- Less control with color correction.
- More difficult to modify.
- Not easily converted to vector art.