

Understanding “Vectors”

Vector



JPEG



What **IS** a VECTOR?



Vectors are a special type of digital artwork made of mathematical calculations. Their colors/components can be edited, and most importantly, **vectors can be scaled to any size and printed at any size without losing their quality**. They are created using professional design programs such as Adobe Illustrator, Freehand, Inkscape, or CorelDraw

What **ISN'T** a VECTOR?



Most other types of digital art or images are **raster**; meaning they are made of tiny pixels or dots. Their colors/components cannot be easily edited and they will appear blurry or pixelated if printed too large. **.Jpg/.jpeg, .psd, .png, .tiff, .bmp and .gif are all raster**

***Some .pdf's can contain vectors if properly saved from one of the above design programs**

The Basics

Supply NuTrends with a vector of your logo whenever possible. Vectors should be in **.ai, .svg, or .eps** file format. If you do not have any of these files, please request them from the original designer.