

## 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.**