

ART REQUIREMENTS FOR DIGITAL FILES

FOR LARGE FORMAT PRINTING

Vector vs. Raster *What is the difference?*

Vector: Vector files are graphic files built using mathematical paths, such as lines, curves, and shapes, rather than pixels. This allows them to be resized to any dimension without losing clarity or becoming pixelated. As a result, vector files typically have smaller file sizes and are ideal for designs that need to be scaled frequently—like logos, icons, and illustrations.

Common vector file types include: .ai, .eps, .svg, .pdf

Raster: Raster images (also called bitmap images) are made up of pixels, which means they can lose quality and appear blurry or pixelated when enlarged. Most images copied from the internet are low-resolution raster files and should only be used as a last resort for print projects. For the best results—especially for large applications like vehicle graphics—images should be at least 300 DPI at full size. If your image starts small, it must have a very high resolution to maintain quality. The higher the resolution, the sharper your final image will look.

Common bitmap file types include: .tiff, .gif, .jpeg/jpg, .png, .bmp

In summary:

- Raster files (such as photographs) are resolution-dependent and best used at their original size.
- Vector files (such as logos or illustrations) are resolution-independent and ideal for scaling, printing, and cutting across a variety of formats.

Color: We can match most Pantone colors, but please ensure the coated (C) version is specified. If you're providing a vector file, set the color mode to CMYK for best results. Please note: Color adjustments are not possible with bitmap (raster) files, as they do not allow for precise color control.

****WE CANNOT ACCEPT AI GENERATED ART****

Why We Don't Accept AI Created Art

AI-generated art is typically produced in raster format. Raster files are made up of a fixed grid of pixels, which means they can lose clarity and appear blurry when scaled beyond their original size. For example, if you're using an AI-generated logo on a business card, the image quality will generally be sufficient. However, if you later decide to enlarge that same logo for use on a vehicle wrap or a large banner, the quality will degrade because pixels do not scale—they stretch, resulting in a loss of sharpness and detail.



Beyond the technical limitations, there are also important ethical considerations. Many AI art generators are trained on large datasets that include artwork created by human artists—often without their consent or compensation.