

## **INFORMATION ABOUT LOGO FILES**

### **WHAT WE NEED TO RECEIVE**

- Artwork needs to be provided to us in a process-ready format as a VECTOR based file – NOT a RASTER based file. Vector files have file extensions like: .eps and .ai,
- Files saved as Adobe Illustrator version 11 or earlier are preferred.
- We need to receive a Black/White file, NOT a Color file.
  - B/W files work best for casting or etching purposes. Color files do not work well.
  - However, we need to know the PMS colors for the logo and can receive a color file which shows the various colors of a logo to match.
- A VECTOR based file is one that is “resolution” independent. The image is comprised of “lines” and will retain its quality when enlarged or reduced.
  - We can use a VECTOR file for image reproduction.
  - VECTOR image have file extensions like: .eps, .ai
  - VECTOR files are usually artwork that has been created with programs such as Adobe Illustrator and Corel Draw.
  - A quick way to determine a VECTOR based file is to look for “anchor points” that can be selected individually to edit. These will have “direction handles” that are used to adjust the image.
- A RASTER or BITMAP image is one that is resolution dependent.
  - We cannot use a RASTER file for image reproduction.
  - RASTER images have file extensions like: .jpg, .gif, .tif, .bmp
  - The images are comprised of pixels, which appear as small square boxes, giving the edge of an image a rough, bitmapped, or jagged look. These images cannot be enlarged very much, since the computer has to calculate and add pixels to redraw the image at a larger size.
  - Reducing/Enlarging the image corrupts a RASTER image and makes it unusable.
- If changes or clean-up must be made to your art files to make them usable, an additional fee may be charged.

***For questions about a file, call (817) 329-3202 or  
e-mail at [mike@recognition-sw.com](mailto:mike@recognition-sw.com)***

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