

File Specification Information:

To reproduce your logo as a sign, only certain file formats can be used. Referencing the logo file's extension (i.e., mylogfile.jpg), one of the most common file formats is a .jpg (*jay-peg*). This format is made up of a grid of pixels. Its main use is for electronic displays. Since this file is a pixel based format, also called a "raster" image, the original size cannot be enlarged without image pixilation and it is non-editable. **This format can NOT be used in sign fabrication.**

The required file format for a sign is a "vector" image, commonly with file extensions of .eps, .ai, .cdr or .pdf. Unlike .jpg images, vector graphics are not made up of a grid of pixels. Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curvy shape. These paths can be used to create simple drawings or complex diagrams. Paths are even used to define the characters of specific typefaces.

Because vector-based images are not made up of a specific number of dots, they can be scaled to a larger size and not lose any image quality. If you blow up a raster graphic, it will look blocky, or "pixelated." When you blow up a vector graphic, the edges of each object within the graphic stay smooth and clean. This makes vector graphics ideal for logos, which can be small enough to appear on a business card, but can also be scaled to fill a billboard.

Acceptable "vector" art file formats:

.eps Encapsulated Post Script

.ai Adoe** Illustrator**

.cdr CorelDraw

.pdf Portable Document File