

What is a vector based file?

Vector objects are defined by mathematical equations rather than pixels, so they always render at the highest quality. Objects may consist of lines, curves, and shapes with editable attributes such as color, fill, and outline.

Logos

Logos should always be set as vector where possible, the most successful and professional logos are vector based and give a good impression, sharp, crisp, clear. The reason why vector based files are better than bitmap (pixel based) is illustrated below:



The logo above is vector based if we enlarge the highlighted area you can see the resolution stays pin sharp.



This logo is bitmap (pixel based) and looks ok at 100% but when it is enlarged you can see the pixels start loose the quality and go bitmapped causing a 'furry' edge to the graphic.

For cut vinyl

ALL GRAPHICS TO BE CUT VINYL SHAPES MUST BE VECTOR BASED. If your graphics are not vector based please call us for a quote. Graphics to be cut out of vinyl to be applied to vehicles, signage of exhibitions need to be vector based so that our machines can follow the cutting paths the vector files hold.

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For example if we wanted to put our web address on the side of our van we would need to convert the text to outlines to create our cutting path.

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When we look at the file in keyframe, wireframe mode you can see the the text now has outlines to cut.