Vector vs. Raster

Vector Art — PDF, AI or EPS

Raster Art — JPG, TIFF or GIF

Not outline the text runs the risk that we may not have that same version of the font or may not have that font at all. Outlining text creates tiny anchor points around it converting it into a shape rather than type

What is Vector Artwork?

Vector artwork is made up of mathematical lines and shapes (as opposed to pixels) and will not become blurry when enlarged. This type of artwork is preferred over raster (pixelated) art. The most common vector file types are AI, EPS or PDF.

PLEASE NOTE: Simply changing the file extension to one of the options mentioned above does NOT make the artwork vector.

Design Specifications

1. Files can be built at either full size or 10% of the actual size.

   For example, a file for an 8' H x 16' W banner can be built at either 96" H x 192" W or 9.6" H x 19.2" W.

2. Artwork should be converted into the CMYK color mode.

3. Convert all type to curves/outlines.

4. If color accuracy is critical, it is imperative that a PMS color is assigned wherever possible.

   *PMS stands for **Pantone Matching System** — a very specific collection of colors that will print the same regardless of the printer. Assigning PMS colors will help production match colors as best as they can when printing digitally.*

   Use the PMS solid coated system.

   If your school/organization does not have a PMS color, it's best to compare your color to a popular college that may have the same/similar color. For example, rather saying "our colors are orange and white," tell us "our colors are Texas Longhorns orange and white."

When combining both vector & raster art…

When combining both types of artwork, place the raster image in the vector document and save the whole thing in a vector format.

Please refer to our **What is Raster Artwork** *flyer to ensure that your artwork is saved at a high enough resolution for large format printing.*