



**Printing &  
Promotional Items**

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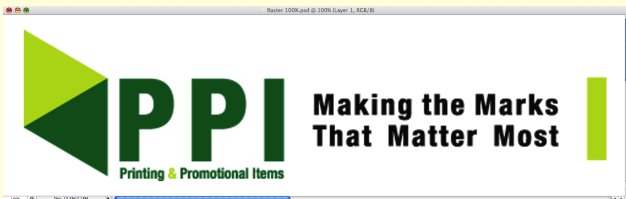
## Raster Artwork

**Definition:** Any artwork that is composed digitally of horizontal and vertical rows of pixels that make up an image. Raster files are resolution dependent and cannot be enlarged without losing image quality.

**Typical File Types:** .psd .tif .jpg .gif .bmp

**Important Note:** The file types above are always raster images and are never usable for promotional products.

Raster Artwork viewed at 100%:



Raster Artwork viewed at 500%:



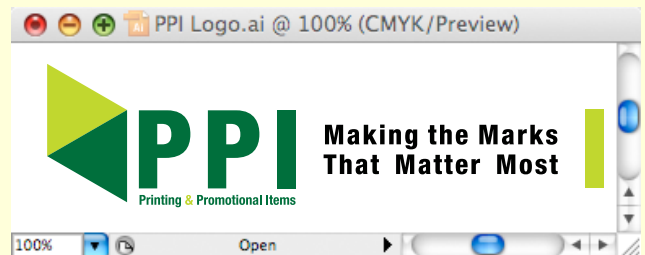
## Vector Artwork

**Definition:** Two dimensional artwork that is made up of mathematical lines and curves. Vector files are resolution independent and can be enlarged infinitely without losing image quality.

**Typical File Types:** .ai .eps .ps .indd .pdf

**Important Note:** The vector file types shown above can contain raster art. If you are unsure about your files have one of our graphic designers verify your artwork.

Vector Artwork viewed at 100%:



Vector Artwork viewed at 500%:

