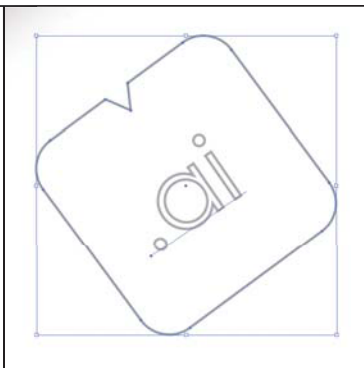# LANYARDS DIRECT

ARTWORK
SPECIFICATIONS

LOGOS SHOULD BE:

Illustrator vectorised and saved as
.eps / .ai / .pdf format

VECTORISATION

Refers to the process of converting raster graphics into vector graphics.

EPS — logo.eps
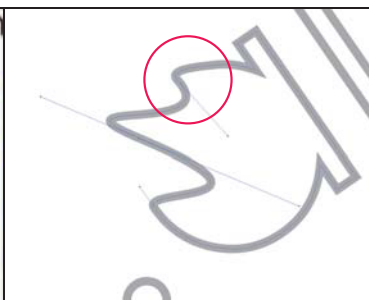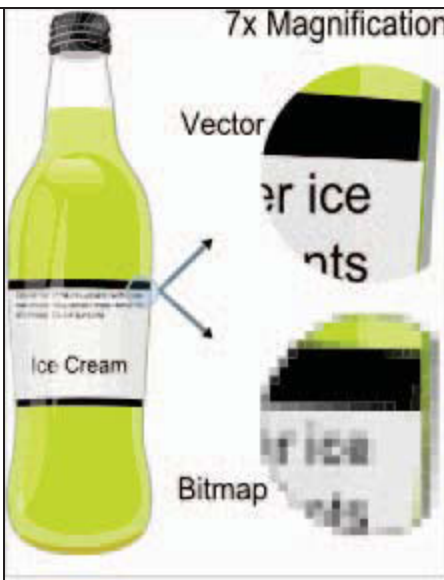
AI — logo.ai

PDF — logo.pdf

VECTOR GRAPHICS

Vector graphics is the use of geometrical primitives such as points, lines, curves, and shapes or polygon(s), which are all based on mathematical equations, to represent images in computer graphics.

Vector graphics are stored as mathematical expressions as opposed to bit mapped graphics which are stored as a series of mapped 'dots', also known as pixels (Picture cells).

A vector graphics program uses these mathematical formulas to construct the screen image, building the best quality image possible, given the screen resolution. The mathematical formulas determine where the dots that make up the image should be placed for the best results when displaying the image. Since these formulas can produce an image scalable to any size and detail, the quality of the image is limited only by the resolution of the display, and the file size of vector data generating the image stays the same.

7x Magnification

Vector

Ice Cream

Bitmap

LANYARDS DIRECT

ARTWORK
SPECIFICATIONS

IMAGES RESOLUTION SHOULD BE:
FROM 150 TO 300 PIXELS

RASTER GRAPHICS

Raster graphics image or **bitmap** is a data structure representing a generally rectangular grid of pixels, or points of color.
A bitmap corresponds bit-for-bit with an image displayed on a screen, generally in the same format used for storage in the display's video memory, or maybe as a device-independent bitmap. A bitmap is technically characterized by the width and height of the image in pixels and by the number of bits per pixel (a color depth, which determines the number of colors it can represent).

Raster graphics are resolution dependent. They cannot scale up to an arbitrary resolution without loss of apparent quality. This property contrasts with the capabilities of vector graphics, which easily scale up to the quality of the device rendering them. Raster graphics deal more practically than vector graphics with photographs and photo-realistic images.

Typically, **a resolution of 150 to 300 pixel per inch** works well for 4-color process (CMYK) printing.

dpi, stands for dots per inch.

LANYARDS DIRECT

ARTWORK
SPECIFICATIONS

.eps

EPS or Encapsulated PostScript is a standard graphics file format for exchanging images, drawings (such as a logo or map) or even layouts of complete pages. An EPS file internally contains a description of such an object or layout using the Post-Script page description language. It can include both bitmap and vector data. The purpose of an EPS file is to be included in other pages.

THE BASICS OF EPS FILES
An EPS file can contain any combination of text, graphics and images. Since it is actually a PostScript file, it is one of the most versatile file formats that are available. EPS files can be generated by all drawing applications as well as most layout applications. Image manipulation programs like Adobe Photoshop can also save bitmap images as EPS-files.

HOW TO CREATE EPS FILES
EPS files can be generated by all professional drawing applications as well as most layout applications.

The most widely used application to create EPS files is **Adobe Illustrator.** Illustrator's native file format is called AI. An AI file is smaller than the corresponding EPS file and it retains all of the editing capabilities of Illustrator. The advantage of saving as an EPS is that it is easier to use the file with other (non-Adobe) applications. If you need to send artwork to another company and you do not know what software they will use to process your creation, use EPS or PDF.
Image manipulation programs like Adobe Photoshop can also save bitmap images as EPS-files.

.ai

Adobe Illustrator Artwork (AI) is a proprietary file format developed by Adobe Systems for representing single-page vector-based drawings in either the EPS or PDF formats. The .ai filename extension is used by Adobe Illustrator.

.pdf

Portable Document Format (PDF) is an open standard for document exchange. This file format created by Adobe Systems is used for representing documents in a manner independent of application software, hardware, and operating systems. Each PDF file encapsulates a complete description of a fixed-layout flat document, including the text, fonts, graphics, and other information needed to display it.