BANNER ARTWORK

Required File Type: Layered Vector, such as .ai, .svg, .eps, .pdf

What is a Vector file and why do we need one?

To produce your BANNER it is important that we get your artwork in the correct format so we can print it clearly and make sure it looks amazing!

Just because you can see an image clearly on your screen does not mean it can be printed any bigger than you see it without it becoming blurry and pixelated. We ask for your BANNER artwork to be in a vector format, this is so that we can enlarge it and it remains crisp and clear. Bitmap graphics are made up of small dots (pixels) and can only be printed as large as they are initially created, any bigger and they start to pixelate (a 8 x 12 inch printable bitmap cannot be enlarged to a 4 x 6 foot banner). Vector graphics can be made as big as you like and they are always clear as they are built up of mathematical calculations (vectors), so each time you change the size it can recalculate. The most common file formats you will find Vector graphics in are layered PDF, EPS, AI, SVG

The most common file formats you will find Bitmap graphics in are JPEG, JPG, TIFF & GIF

Example 1 : Vector Graphics (showing how a small graphic can be enlarged and remain clear).	Example 2 : Bitmap Graphics (showing how a small graphic is enlarged and becomes pixelated).

Frequently Asked Questions

Q : My logo is a jpg, png, jpeg (bitmap format), is it possible to simply save it as a pdf and it will be in vector format?

A : Unfortunately it is not this simple, your logo needs to be totally re-drawn from scratch into a vector format using special graphic design software such as Adobe Illustrator.

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Q : How do I check if my logo is in vector format or not?

A : The best way to check is to open the file on your computer (not on your phone), and zoom in to 300% or more. If it looks clear, then it will print clearly.

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Q : Can I use a logo from my website or that I find on google?

A : Images that are displayed on websites are in bitmap format and downsized to minimum file size, so no this is not possible.

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Q : What type of file will I have that is in vector format?

A : Most PDF, EPS, AI, SVG files are in vector format, we are happy to check them for you if you send them to us.

If you had a logo designed by a graphic designer and you did not receive the vector file format, ask them for the original artwork vector file for large banner print.