

# What is Vector Artwork?

## **Vector Art:**

Vector art is artwork that is created in a way that it can be either scaled-up or scaled-down without losing any quality. This is because the artwork is made up of mathematical lines and shapes (not pixels). Vector art is typically created in a program such as Adobe Illustrator or CorelDraw.

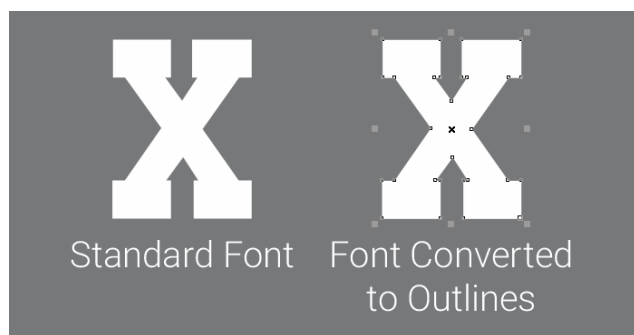
**\*\***Saving a file in a “vector” file type will not automatically convert it to vector. It will simply save the raster logo inside a vector file container.

## **Raster Art:**

Raster art is any artwork that contains pixels. The files are usually okay to be scaled down as the pixels will condense and stay viewable. When blowing up a raster file, the pixels become enlarged which results in bluriness or pixelation (you can see the large square pixels with the naked eye). Raster files are typically files that have been saved from a vector file into a raster format for web viewing purposes.

## **Fonts:**

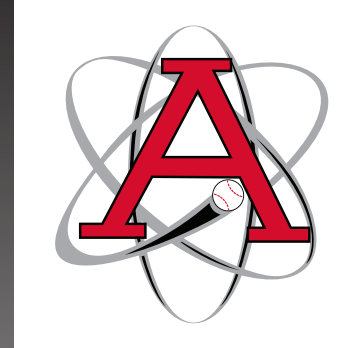
When sending vector artwork, we recommend converting any fonts to outlines. This helps avoid any conflicts involving missing fonts or misnamed fonts and ensures that everything will look correct. The diagram below shows that once converted to outlines, the font will have points and become a vector shape. This also prevents any changes to the text, as it is at this point an object, rather than text.



## **Colors:**

We know that color is very important to a school or organization’s identity. The best way to make sure we replicate your color is to include Pantone (PMS) colors in your file. If no Pantone number is available, or it is unknown, there may be a university that has a color scheme you are trying to follow. For example let us know that you using “Florida Gators blue and orange” and we can find those colors very easily.

### Vector Art



Vector Art File Types:  
.ai, .eps, .pdf, .cdr

### Raster Art



Raster Art File Types:  
.jpg, .gif, .png, .psd



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