VACKERSIGN

SIGNS FOR PARKS AND TRAILS

WHAT IS VECTOR ART?
AND WHERE CAN I FIND MY AGENCY LOGO IN A VECTOR FILE?

Unlike a raster image (jpeg, tiff, png, etc.), **vector art** uses geometric primitives (points, lines, and shapes, to create art that is clean, camera ready and can be scaled infinitely, without any loss in quality. When routing or carving a plastic sign, a vector file is particularly important because the bit follows the "lines and curves" or paths that are provided in a vector file.

We have provided you with this information because a vector file of your agency's logo might well be required to routed or print a sign. Recreating an agency logo in vector can be done, but can be time consuming, costly, and is usually not necessary.

Where to obtain a vector file - - - A vector file can almost always be acquired from the department that produces your agency's communication / marketing materials, or from the designer that created the logo. ***Vector art*** (otherwise known as "lines and curves" or "outlines") is usually ***saved as an Adobe Illustrator (AI), EPS or PDF**** file.

Agency logos tend to be saved and circulated as a jpeg or another raster image file type because they can be readily opened without a special software program. Vector files can only be opened/edited with a vector illustration program. Acquiring a vector file is usually a matter of asking the **right person** in your agency for ***vector art saved as an Adobe Illustrator (AI), EPS or PDF**** file. You might also ask a vendor if they can provide your logo in vector. T-shirt, award and vehicle graphic vendors are likely sources for a vector logo.

*Not all PDF files are created equal - - resaving a raster image file to a PDF does not convert it to vector. The only way to know for sure if a PDF art file is vector, is to open it in a vector illustration program.

High resolution raster file (jpeg) or vector art (no pixelation).

Low resolution (pixelated) raster file (jpeg)