

What's your Vector, Victor?

In the world of digital images and design, there are two graphic formats: vector and raster. Vector graphics, are made up of points, lines and curves while raster graphics, or bitmap images, are made up pixels.

Below you can see the what happens when you enlarge a raster graphic as opposed to a vector graphic. The raster graphic becomes pixilated and unrecognizable when enlarged, while the vector graphic retains clarity, no matter how much it is enlarged. If you only provide raster art for your logo then we won't be able to enlarge it to the size of a sign! It will lose clarity quickly. A raster graphic can be helpful for the initial design approval process, but vector art must be provided before sign production can begin. Also, please make sure to convert all fonts to "curves".



We can print a high resolution raster graphic if it comes to us at it's full final size and at 72 dpi. These files will be large and will need to be provided on a flash drive or disk as they will likely exceed the 9MB max attachment size for our email system.

DaNite Sign Company is capable of tracing your logo and producing a vector version of your raster art, but this can be time consuming and will be billed at an additional charge.

Please let your Sign Design Consultant know if you have any questions or if you are unable to locate your logo in vector format.