

VECTOR ARTWORK FILES 101

- What are Vector Files/Why Do You Need Them?
- Where Can I Find a Vector Copy of My Logo?
- What If I Have a Logo But It is Not Vector File?
- What About Artwork Copied From the Internet?

**An Easy to Understand Guide
Explaining Vector Logo Artwork Files
& Submitting Them for Private Label Printing**

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Sometimes designer lingo leaves the rest of the population clueless. This typically happens when you are placing an order for private labeling and our customer service department requests a vector file of your logo.

A vector file allows graphic designers to do just about anything with the file: adjust the size, or change the color and background. This guide explains what a vector file is, why you should be using them for your company logo, and how to obtain them.

What is a Vector Graphic?

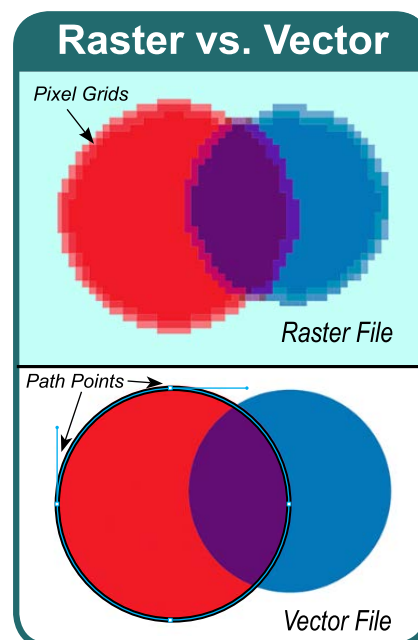
There are two kinds of graphic image file types:

1. Raster Graphics: Composed of pixels (rectangular grids of colored blocks). Created in programs like Adobe Photoshop.

- **Raster file extensions include:** PSD, JPEG, GIF, PNG, BMP and TIFF.
- **Examples:** Photos, Web Graphics, Social Media Images.

2. Vector Graphics: Based on mathematical formulas that define geometric primitives such as polygons, lines, curves, circles and rectangles. They are best used to represent more structured images, like line art graphics with flat, uniform colors. Created in drawing programs like Adobe Illustrator.

- **Vector file extensions include:** AI, EPS, SVG and PDF.
- **Examples:** Logos, Decals, Clipart, Signs, T-shirt Designs.



Why Should My Logo Be a Vector File?

Vector logo graphics are more efficient and versatile than raster graphic files:

- **Not Resolution Dependent:** Vector logos can be scaled to any size without losing image quality.
- **More Malleable Than Raster Graphics:** Vector logos are more versatile, flexible, and easy to edit. Colors can be replaced. Line widths can be increased. This is not easy to do with raster graphics.
- **Smaller File Size:** Since a vector file's information is stored as numerical values instead of individual pixels, a complicated vector graphic will have a smaller file size than a similarly-detailed raster graphic.
- **Fonts Can Be Outlined:** Fonts can be converted to outlines to avoid problems or issues (see next section).

What Does Convert Fonts to “Outlines” Mean?

There are hundreds of thousands of type fonts. It is highly unlikely the recipient of your vector artwork file will have the fonts used in your logo installed on their computer. When fonts are missing, the illustration program will substitute the missing font with a default font which doesn't match your logo.

To ensure your fonts don't change, all text in the artwork file must be converted to shapes (called “outlines”) before submitting your logo. Converting the fonts in your logo to outlined shapes prior to submitting it guarantees the type font will not change because it is technically no longer a font. It is now a shape that looks exactly like the font.

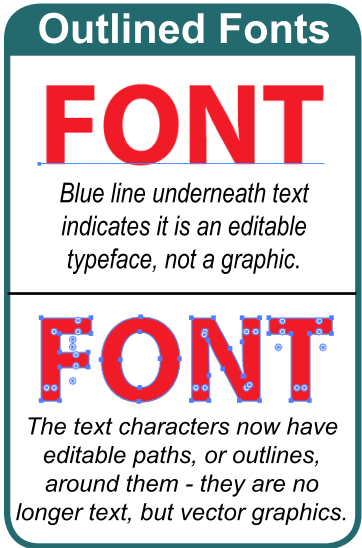
How to Convert Fonts to Outlines in Adobe Illustrator:

Step 1. Select all the type in your logo.

Step 2. Go to **Type > Create Outlines**. Fonts will be changed to non-editable line art.

Step 3. Save the file as copy so you don't overwrite the original copy.

Note: Make sure to create a back-up copy of your logo before converting the fonts to outlines. Keep the original, non-outlined text file in case you need to edit the type at some point in the future. Text that has been converted to outlines cannot be edited to say something else.



Where Can I Find a Vector Copy of My Logo?

We get it. Unless you work with graphic design files you probably have never heard any of these terms before. And nobody in your office has any idea where to even start looking for a vector copy of the company logo.

If your business has a logo then it was more than likely created at some point in the past by someone in the graphic design industry.

To Locate Your Vector Logo Try These Options:

- **Ad Agency:** Contact the ad agency/designer that creates and manages your advertising. They will have a copy of your vector logo.
- **Logo Designer:** If you know who created your logo, contact them and request they send a vector copy to you.
- **Printing Company:** If you have business cards, letterhead, envelopes or other private label products, ask the printing vendor for a vector copy of your logo.
- **Website/Social Media Manager:** Ask the your web developer if they have a vector version of your logo.



What If I Have a Logo But It is Not Vector File?

Non-vector logos submitted will be evaluated to see if they can be used. If it is determined the non-vector logo cannot be used, you will be requested to provide a vector version of your logo (see “Where Can I Find a Vector Copy of My Logo?” above).

Additional steps must be taken by our design department to ensure your non-vector logo prints correctly:

- If the non-vector logo is a high resolution raster logo (PSD, TIFF or JPEG) it can sometimes be converted to a vector logo by our in-house design department using a specialized conversion program. Again, this depends on the quality of the supplied artwork and how intricate it is. File should be no less than 300ppi. **DO NOT** send images copied from websites, social media or photos of your business card.
- Sometimes logos can be recreated if they aren't too complicated and similar fonts used in the logo can be obtained by our in-house design department. Every logo is different. Some logos may be easily recreated by our design department, while others are too complicated and intricate.

What About Artwork Copied From the Internet?

Web images are low resolution for a reason: so websites can load fast. The images may look good on a monitor, but they are not designed for printing. **DO NOT** send images copied from websites or social media. Also do not copy and paste artwork into the body of an email.

QUICK GUIDE TO ACCEPTABLE FILE FORMATS

Acceptable File Formats

VECTOR ARTWORK

Most logos are vector files created in drawing programs like Adobe Illustrator.



AI File

- Created in Adobe Illustrator.
- This is the industry standard for logos and the preferred format we'd like to receive.



EPS File or SVG Files

- Generated from a vector based drawing program like Illustrator.
- **DO NOT** send artwork created at the online design site CANVA.



PDF File

- Generated from a vector based drawing program.
- Do not send PDF files created from non-vector drawing programs.

Make sure all text/fonts have been converted to outlines prior to submitting. Save PDF files as HIGH QUALITY or PRESS QUALITY.

Questionable File Formats

RASTER ARTWORK

Raster files are created in photo editing programs like Adobe Photoshop.



PSD File

- Resolution must be at least 300 dpi.
- Keep non-text layers unflattened.
- Flatten all text layers.



TIFF File

- Resolution must be at least 300 dpi.
- Keep non-text layers unflattened.
- Flatten all text layers.



JPEG File

- Resolution must be at least 300 dpi.
- Keep non-text layers unflattened.
- Flatten all text layers.

These formats are not preferred, but may be accepted. Raster file will be evaluated to determine if can be used. If rejected, a vector file will be requested.

Unacceptable File Formats

The following file formats and programs are ideal for certain office applications, but are not designed for creating logos and artwork.



DOC/.DOCX

- Do not send files generated from Word or similar word processing programs. Do not copy and paste logo into a Word file and send it.



PPT PowerPoint

- Do not send files generated from PowerPoint or similar slide programs.



GIF & PNG Files

- Low resolution formats used for web and screen graphics.



Web Images

- Do not send images that have been saved, copied or pasted from websites, social media or screen captures.
- Do not copy and paste artwork into body of an email.
- These images are too low resolution to reproduce and print.



Photos/Halftones

- Do not send photos including images with gradations and halftones.
- Photos will not print on the gel pack printer. Artwork must be line art.
- Do not send photos of your logo taken with a mobile phone.



Scans or Faxes

- Do not send logos that have been scanned or faxed.



Canva Files

- Do not send logos created from online design sites, including Canva.

How To Get Your Logo to Gio Pelle

Email your logo to gelpackart@giopelle.com or your Gio Pelle customer service representative. You will receive a proof for approval prior to printing your logo labels.