What is Vector Art?

The technical definition of vector art is complicated, but in a nutshell vector files are a type of graphic that uses mathematical algorithms, allowing the image to be scaled or modified without loss of image quality or resolution. These images are easy to resize or rescale and result in a better quality graphic!

When you create an image in a vector graphics program such as Adobe Illustrator, you are creating a vector graphic. However, when you create an image in a program like Adobe Photoshop, you are creating a raster graphic, which is not a vector format.

A vector graphic retains its crispness at any magnification, but a raster graphic appears jagged or blurry when it's enlarged.

When your artwork is in a vector format (usually .AI, .EPS, .SVG or .PDF), it allows you to increase or decrease the size of the graphic without compromising the integrity of the original image.

Creating a vector graphic gives your logo the opportunity to be displayed at its best quality. The end result is a crisp, clear, and readable image no matter what the final output or size!

HOW CAN I TELL IF MY ART IS VECTOR ALREADY?

Your artwork file will be a .AI, .EPS, .SVG or a .PDF (not all .PDF files are vector).

Files such as .JPEG, .PNG, .TIFF, or .GIF are raster files, not vector files.

If you're not sure if your artwork is vector, our Tabco graphic design team would be happy to help!

CAN I JUST SAVE MY FILE AS AN ADOBE ILLUSTRATOR (.AI) FILE AND MAKE IT VECTOR?

Unfortunately, there is no "easy fix" to convert your existing artwork into a vector format - simply saving your file with an .AI extension will not make your artwork vector. Remember, in order for an image to be vector, it needs to be built from scratch in a program like Adobe Illustrator (preferred).

Keep in mind that professionally-designed artwork usually has a vector version somewhere, but not every computer can open vector files because a specific program like

Adobe Illustrator is required. Sometimes you can find a vector file on your computer that you didn't even know you had, just because you've never been able to open it or view the icon. If you have the appropriate design program on your computer, you will see icons, but if not, the icons will appear as plain paper icons.

HOW DO I CONVERT MY ARTWORK INTO A VECTOR?

To change your image or logo into vector art, it's sometimes necessary to speak with the original graphic designer of the artwork. If the original designer cannot provide you with or create a vector version of your artwork, Tabco's graphic design team will be happy to help you. However, please note that a small fee may be added to your order for vectorizing.

Vector art stays crisp when scaled to any size.

Raster art does not scale well.

VECTOR DESIGN — VS. — RASTER DESIGN

TABCO LOGO ENLARGED BY 500%