

Anatomy OF A PROPER LABEL DESIGN FILE

VECTOR

Image is made up of mathematically-drawn paths.

// SOFTWARE



// FILE OUTPUT



// DIFFERENCES

- Great for logos, text, and flat color
- Smaller file size
- Scale to any size
- Infinite resolution
- Can easily convert to raster
- Flat or gradient color

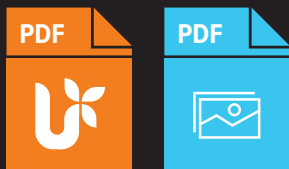
RASTER

Image is made up of square colored pixels



- Great for photographs
- Larger file size
- Can scale down (smaller) but not up (larger)
- Finite resolution/detail
- Cannot easily convert to vector
- Lots of possibility with color and textures

* // WHAT ABOUT PDFs?



High quality label production requires a suitable printing file.

The best choice is always PDF.

PDF files can contain BOTH Vector and Raster elements to make up a design.



Vector is used for
Logos, Text, Flat Areas of Color, and Barcodes

Always keep vector elements vector. Do not rasterize them before print.

Raster is ONLY for
Photographic Elements and Textures

// **BOTTOM LINE**

Always use vector for Logos, Text, Barcodes, and Flat Color.



A low-resolution photo will always print poorly. Raster graphics (images, textures) have to be created in sufficient resolution (300dpi).

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