

# IMAGE & FILE TYPE CHEAT SHEET

**Vector**



**Raster**



## WEB USES

### SOURCE files

for logos, charts, icons, or any hard-edged graphics

### OUTPUT files

for most web graphics displayed on the screen

## PRINT USES

### SOURCE files

to be sent to the printer

### HI-RES files

can be printed at 300dpi

## FILE TYPES

.cdr .ai .eps .pdf .svg

.jpg .gif .png .tif

## VECTOR

## RASTER



Vector image is required for custom embroidery, engraving, and screen printing processes.

Images intended for digital printing need to have resolution of 300 dpi (dots per inch) and 3 times the intended finished print. If finished print is 10" wide than the raster needs to be 30" wide and 300 dpi.

## WHEN SENDING IMAGES HATS OFF...

### Don't put images in a Word doc

It is difficult to extract them and results in lower quality.

### Send logos as vector files

Logos for embroidery, screen printing or engraving require vector format. If you do not have this Hats Off can redraw this. Vector images can be increased or decreased in size and maintain high quality image.

### Always send a larger image than needed

Logos printed digitally can be raster images. These can be downsized and maintain print quality. These cannot be increased in size as this will result in a significant loss of quality.

### Remember...

Although image editing programs can do wonders, it is always best to start off with the highest quality image possible. You will save time and end up with the most desirable result.

## MORE ABOUT FILE TYPES

### .cdr CorelDraw

Hats Off preferred file type, a popular vector-based program

### .pdf Portable Document Format

Self-contained document which preserves vector image as well as fonts or graphics needed. Note: a raster image saved as a pdf will still be raster.

### .svg Scaleable Vector Graphics

XML-based vector image format supported by modern web browsers

### .ai Adobe Illustrator

If using this program please send as encapsulated PostScript or vector pdf.

### .eps Encapsulated PostScript

Vector file which can be opened outside of illustrator

### .jpg Joint Photographic Experts Group

Sometimes displayed as .jpeg —this raster image format is best for displaying photographic images on web browsers

### .gif Graphics Interchange Format

Raster image format best for simple images made up of solid colors with no gradients

### .png Portable Network Graphics

Preferred format for Hats Off raster images as this is the best for displaying images and supports transparency of background.

### .tif Tagged Image File Format

Raster image format best for high-resolution photos



Uniforms • Spirit Wear • Embroidery  
Screenprinting • Engraving  
Sublimation • Design Services

*Is my image?*

Vector

or

Raster

**Vector image** - see all of the points along the design? This is what is necessary for embroidery, screen printing, engraving, etc. The design can be adjusted by size infinitely and still keep the same resolution.



**Raster image** - see the 4 corner points? This means that yes it can be printed on a standard printer because the printer sees the picture but it is not able to recreate the picture. These cannot be increased in size as this will result in a significant loss of quality. Image 2 below shows how the print quality changes as image is enlarged. Raster images are made up of squares and the larger the size is increased the more definitive the squares become.



Image 2



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