



PALETTE



C0 M100 Y63 K29
R179 G8 B56
#b20738

C0 M0 Y0 K100
R0 G0 B0
#000000

C0 M0 Y0 K40
R167 169 B172
#a7a9ab

C8 M50 Y0 K37
R15 G81 B133
#0e5084

C0 M17 Y100 K47
R154 G127 B0
#997e00

C90 M30 Y95 K30
R0 G104 G56
#006738

C50 M100 Y0 K33
R107 G12 B104
#6a0c68

Raster vs. Vector

Raster images contain pixels (individual dots). When you zoom in or blow the image up, however, the quality will eventually degrade and become "pixelated".
Examples: .jpg, .jpeg .png

Vector images do not contain pixels. Instead, they use mathematical formulas to determine the shape and color of lines and areas between points. The detail is determined by the number of points. When the image is blown up, the quality is not compromised in any way. Simple graphics such as logos and illustrations are generally created as vector images so they can be blown up to any size without sacrificing quality. This is usually the preferred format for printers whenever possible. Examples: .eps, .ai, .pdf

FILE FORMATS



.PNG
RGB only - web
Transparent background



.JPEG
RGB and CMYK (if indicated)
RGB for web
CMYK for print - Do not place larger than 5x5 to retain sharpness.



.EPS or .AI
CMYK for print
Scaleable - will stay sharp whatever size
Preferred format for print
Need native program to open, but can "place or insert" in any program