



## Submitting Artwork for Custom/Private Label Trim Tabs

This is a guide for submitting artwork for custom or private label trim tabs. Our sales staff will contact you to discuss your ideas and provide you with a quote.

### **Logos or text art**

If you are submitting logos or text art, we require that you send a vector-based file- either Adobe Illustrator .EPS (Encapsulated PostScript) format.

**NOTE:** Saving a raster based file as an .EPS will not convert the artwork to vector.

### **Vector vs Raster**

There are two kinds of computer graphics - vector (composed of paths) and raster (composed of pixels).

Vector graphics use mathematical relationships between points and the paths connecting them to describe an image. Vector graphics are composed of paths.

A raster image uses a grid of individual pixels where each pixel can be a different color or shade. Raster images are composed of pixels.

The image to the left below is representative of a vector graphic and the image to the right is representative of a raster image. They are shown at four times actual size to exaggerate the fact that the edges of a raster image become jagged as it is scaled up.

