

CUSTOM ULTIMATE SPORTS WALL ART LOGO GUIDELINES

Why do I need to provide a logo?

Most importantly, a team, school, or organization logo works to complete the overall theme and helps visually tie everything together, producing one cohesive piece of Wall Art. In addition to enhancing the visual aesthetics, the logo also helps to add some essential structural integrity by providing sufficient surface area connecting the primary image, person's name, or any additional call-outs.

Logo quality: bitmap image vs. vector image

Vector and bitmap images are both pictures on a screen, but they have different compositions and focuses. Bitmaps are made of pixels, while vector images are software-created and based on mathematical calculations. Bitmap images can be resized, but you may sacrifice pixels in the process resulting in a blurry image. In contrast, vector images can resize themselves without sacrificing image quality, making them more scalable in design. **This is why vector graphics are preferable for logos.** Typically Adobe Illustrator (.ai or eps files) are vector files. Frequently, Adobe Acrobat PDFs can also be used as well. JPEGs (bitmap files) are typically not preferred but we can certainly evaluate the file. Simply email us your logo at info@ultimatehockey.com and we will assess the image quality for your convenience.



EXAMPLE: BITMAP OR RASTER LOGO



EXAMPLE: VECTOR LOGO

How will I know if my logo is a raster or vector file?

A simple way to tell the difference between vector and raster PDF is to open the file and do the Zoom Test. Use Acrobat, Acrobat Reader or just your browser. Use the Magnifying Control to zoom in on a detailed section of the file. At 100-150%, it may be hard to tell the difference. Continue zooming until you are at a magnification greater than 400%. The section of the picture should be magnified on your screen and it quickly becomes apparent whether you have a vector or raster PDF file. If the image becomes blurred or pixelated, it's most likely a raster file. With vector image files, resolution is not an issue and the image should look sharp.



What if my logo is not a vector file?

Not to worry. On many occasions, we can either research our digital archives to see if we already have the logo available. There are also several methods where we can recreate or enhance the original logo to ensure it's appropriate for large format printing. When no logos are applicable or available, we can also offer any of our generic sports-themed logos to use as a background element. We're here to help.