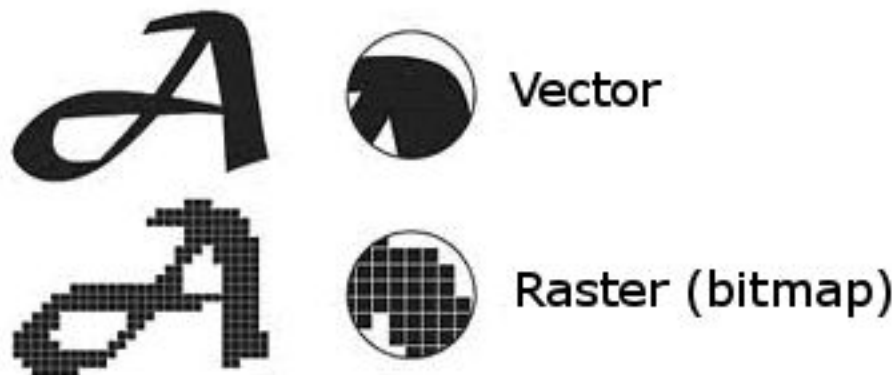What is a Vector graphic and why should your logo be in this format? Unlike raster graphics such as JPEGs or PNGs, which use pixels (little dots) to define areas of image information, vector files use a series of paths to define the image. This means that vector graphics provide complete flexibility for manipulation of the image file.

The major benefit of having a vector file means that it can be scaled and resized and will remain smooth at the edges. When you resize raster graphics (JPEGs, PNGs, etc) they can appear more pixilated when sized up or down. I'm sure you have tried doing it with your image editing software. When you make a logo bigger or smaller, the whole images becomes slightly blurred and you lose the sharp edges. The example above shows the clear differences between vector and raster.

Vector images can be used in artwork to make images small enough for use on business cards and made big enough for vinyl banners and large scale posters without losing any of the image quality.

With a vector file, you can output the artwork into any file format (JPEG, GIF, PNG etc.), any colour profile (CMYK, RGB) and any size (pixels or DPI) without compromising on quality. Consider a vector file as a 'master' from which all other image types can be created.

When producing print material, it is vital that vector logos are used to ensure a polished professional look. There is nothing worse than a blurred looking washed-out logo on printed or online marketing material.