

MIDPOINT INTERNATIONAL INC. LOGO/DESIGN FILE INFORMATION

Original size Logo/Text

**YOUR LOGO
HERE**

Vector Logo/Text - Enlarged

**YOUR LOGO
HERE**

Bitmapped Logo/Text - Enlarged

**YOUR LOGO
HERE**

(above) Increasing the size of an Vector/Illustration vs. a Bitmap/Photograph.
The Bitmap looks cloudy and unfocused while the vector retains flawless quality at any size.

VECTOR GRAPHICS IE: .AI, .CDR

This is the preferred format for all logo graphics and can be created in a vector based design program such as: .AI (Adobe Illustrator), or .CDR (Corel Draw)

Illustrations that are drawn on computers are called Vectors. Vectors are based on mathematical equations and contain an infinite amount of quality. As a result, you can increase the size without losing quality. Unfortunately, images and photographs cannot be saved as vector.

The customer can send the original design file, save and send the file as a PDF or export the file to .EPS. (All text must be saved as outlines, curves or graphics)

BITMAPPED ARTWORK IE: PSD, JPG, TIF, BMP, GIF :

These are all rasterized images. (Made up of square pixels that do not retain their crisp appearance when enlarged.)

Photographs stored in a computer are Bitmaps. Bitmaps have a limited quality and therefore cannot be greatly increased in size. Photographs (Bitmaps) intended for printing must originally contain high resolution.

When using a rasterized image such as a JPG, you will need to have an image that is at least 300dpi at FINAL print size. YOU MUST NOT RESAMPLE UP FROM A LOWER RESOLUTION and web captured images are not acceptable.

Contact the Art Dep't at 1-888-646-4246 x200 or e-mail <artwork@midpoint-int.com>