

Custom printing. What we need and why.



We need two things from you:

1. Your artwork in a **vector file** and,
2. The colors in your design identified as pantone solid coated (PMS) colors.

What is an outline vector file?

File formats: .ai .eps .pdf (only if the underlying artwork is in a vector format)

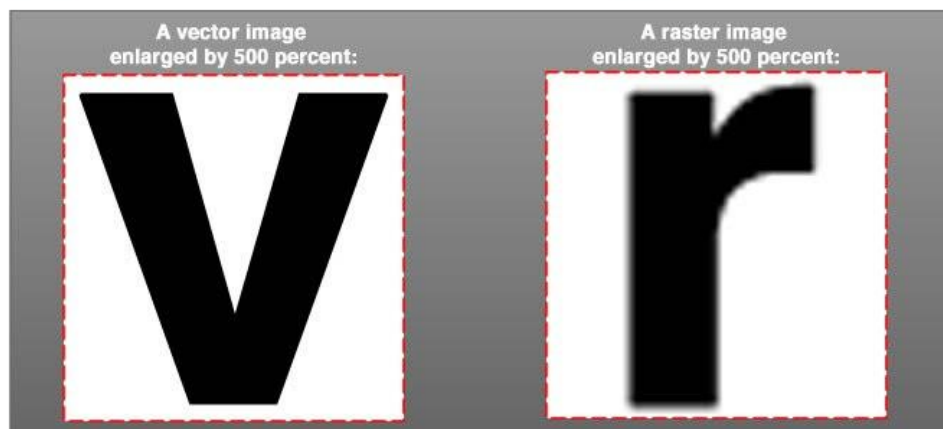
- Vector graphics are created from points, lines, shapes and curves that are based on mathematical formulas. A vector file can be enlarged without distorting or losing detail.

What's a raster file?

File formats: .jpg .png

- A raster graphic is also referred to as a bitmap file. A raster file loses detail and distorts when it is enlarged. Raster graphics use pixels (small dots or squares of color) to create an overall image.
- We cannot print from a raster file.

vector vs. raster



If you have any additional questions, please feel free to send us an email at customprint@ecobags.com or call us at 800-720-2247