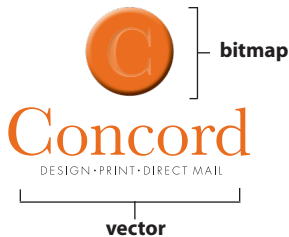


VECTOR VS BITMAP

VECTOR - made up of lines and curves defined by mathematical objects. Can resize or magnify without losing sharpness. RESOLUTION INDEPENDENT. Smaller file sizes than bitmaps.

BITMAP - (raster) made up of small squares, known as pixels, that lie on grids. Will lose detail and appear jagged when enlarged or printed at higher resolution than they were created for. RESOLUTION DEPENDENT. Larger file sizes than vector graphics.

This logo is an Adobe Illustrator file combining vector and bitmap art. The button art is a placed CMYK Photoshop file. The logotype is Illustrator drawn, spot color PMS 173 orange and black.



This logo is All Vector art created in Adobe Illustrator. Note that the button is flat – no shadows or 3 dimensional look as above.



This logo is All Bitmap art created in Adobe Photoshop. Note that the logotype is not as sharp as the vector logotype.

