

Raster & Vector

Art & Design

Pixels or paths: which one a job needs, and what neither of them can do.

Raster

- A fixed grid of pixels
- Resolution set at creation
- Photographs, painting, texture
- Scaling up invents detail
- PSD, TIFF, PNG, JPEG

Vector

- Paths defined mathematically
- Resolution independent
- Marks, type, diagrams, cutting paths
- Scales to any size cleanly
- AI, SVG, EPS, PDF

THE DIFFERENCE THAT MATTERS

An identity mark must exist as vector. Signage, embroidery and a favicon are all generated from that one file.

Placing a raster image inside a vector file does not make it vector. It still carries the resolution it was made at.