



### **Vector Description for Comms**

What is Vector Artwork?

vector | 'vektər |

[as adj.] Computing denoting a type of graphical representation using straight lines to construct the outlines of objects.

When submitting and printing artwork, it is very important that the image is of the highest quality. This will truly let your brand shine and avoid issues during processing and production.

Composed of a series of mathematical curves, vector artwork remains the same quality even when it is resized. The same vector that fits snugly on a branded hoody could be used for a 48-sheet billboard. Unlike other formats, such as jpeg or psd, the image does not become pixelated when it is transformed. The exact same principle applies to typography, as it is treated as an image. All this makes vector artwork the best option when it comes to producing branded merchandise.

It is as important to us as it is to you that your brand is shown in the best light and allowed to land with the impact it deserves. Quality is essential, but we know the little details can be a pain, especially when you are just trying to get your job done.

Our vector production service offers customers a hassle-free route to the best quality image. For just £14.99, we will redraw your image for you to ensure quality and peace of mind.

Simply drop us a message if you need help to redraw.

Best regards,

Brand Impact Merchandising