



Think vector first!

Vectors

EPS

SVG

EMF

Always use a vector if you possibly can. Vectors are made from a series of points joined together with lines. Mathematical data about the relative position of these points is stored as part of the file. They scale perfectly, so you can be flexible with sizing.

Rasters

PNG

GIF

Use rasters (bitmaps) only where you can't use a vector. They are made up of lots of tiny blocks of colour, or pixels, which merge to create the impression of an image. They don't scale well. You need to specify a size for raster files, and stick to it.

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