

# Hot Stamp

## SUPPLY COMPANY

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*Tips  
from*

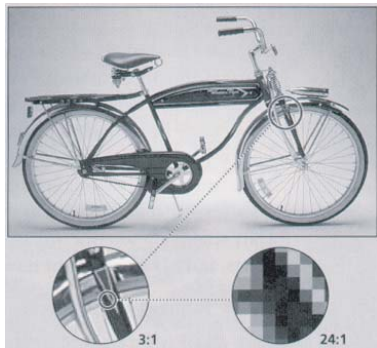
*The Graphics  
Department*  
*Electronic Art Requirements*



While we are able to accept many digital formats, we would like to take this opportunity to explain the difference in electronic files and give you a better understanding of the type of files we prefer to work with to save us all time and money.

A **bitmap image** is made up of a series of small squares called pixels. A **vectorized graphic** is defined by a series of mathematical points called vectors.

### **Bitmap**



**Bitmap images** are good at reproducing subtle gradations of color, as in photographs. They can show jagged edges when printed at too large a size or displayed at too high a magnification.

**vs.**

### **Vector**



**Vector graphics** are good at reproducing crisp outlines, as in logos or illustrations. They can be printed or displayed at any resolution without losing detail.

The .cdr (Corel Draw 8), .ai (Adobe Illustrator 9), and .eps (Adobe Illustrator 8) are the files of choice. These files are vectorized and we are able to make any needed changes and go to film quicker saving you money on the art charges.

**The Hot Stamp Supply® Art Department takes pride in working with the words and pictures that represent you. With our innovative and modern graphic techniques, we will give you the best product possible.**

phone 877.343.4321 fax 877.448.1001

141-2 Marcel Drive Winchester, Va 22602  
www.hotstampsupply.com

