



Artwork Requirements

Vector versus Raster File Formats: What's the Difference?

When you submit your company logo file to Rhino Marking & Protection Systems, you will be asked to submit your logo as a vector-based file; so what does this mean, exactly?

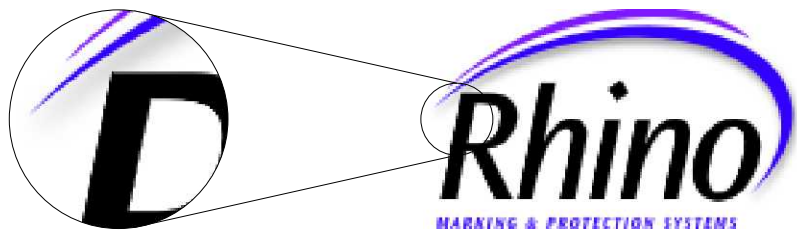
Vector Format

The graphic (at right) is vector-based. You can see that the edges of the graphics are smooth and crisp, with no aliasing (jagged or stepped effects).



Raster Format

The graphic (at right) is raster-based. You can see that the edges of the graphics are *not* smooth and crisp, and that aliasing (jagged or stepped effects) occur.



Accepted File Formats

Logos may be e-mailed in the following accepted file formats in **vector format only**:

.EPS, .AI, .CDR, .WMF

NOTE: *Photoshop .EPS files are considered raster format and are not an acceptable format*

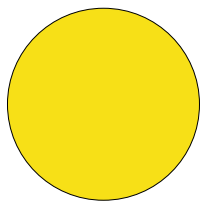
Submitting Electronic Files

Files may be submitted via e-mail to your Rhino Customer Service Representative's e-mail address. Other acceptable media include CD-R/RW and floppy disks only. Media may be mailed to:

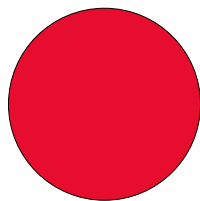
Rhino Marking & Protection Systems
Attn: Graphic Designer
280 University Dr. SW
Waseca, MN 56093

APWA Colors Used by Rhino Marking & Protection Systems

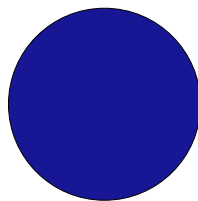
NOTE: These colors are approximate colors only to the final color(s) which appear on your product. Colors do vary slightly in terms of appearance when viewed from monitor to monitor and desktop printer to desktop printer, and in comparison to the final product.



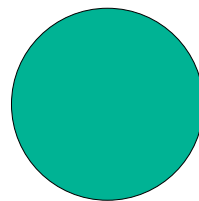
Yellow



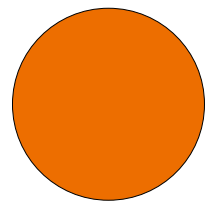
Red



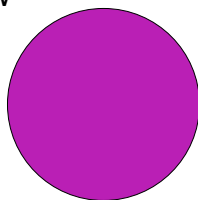
Blue



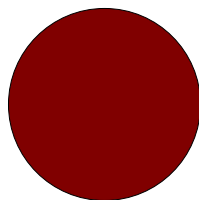
Green



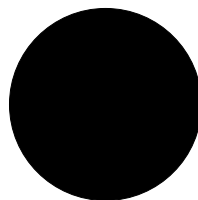
Orange



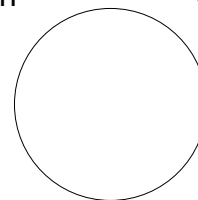
Purple



Brown



Black



White

PRODUCT_ARTW • 4-16-08