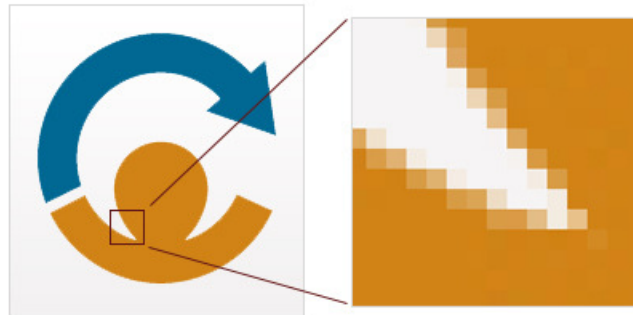


Why do you require an EPS file? Why can't you use the file (.jpg, .tiff, .gif) I sent?

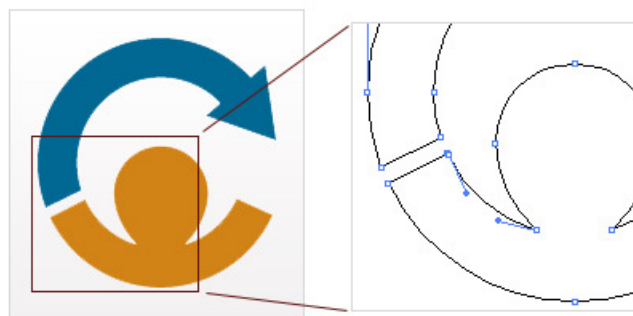
Image files saved as .jpg, .tiff, or .gif are called **bitmaps**. As the name implies, these images are built from a matrix of **bits**, individual dots of color also called **pixels**.



Bitmap example: Notice the individual bits of color

A pixel's size cannot be increased or decreased, so when you ask your computer to enlarge an image, it must randomly create and guess new colors for the additional pixels needed to fill in the empty spaces on the larger matrix. This is why the 4x6" family photo you saved on your computer will look out of focus as an 8x10" print, and why your bitmap logo or other image may not look its best. A bitmap image that looks fine as 3x1" graphic in a print ad will look blurry when enlarged for use in a brochure or poster.

This is exactly what we are trying to avoid when we request an EPS file of your logo. EPS files are composed of line art ("**vectors**") created with simple lines, curves, and points. These lines and points are used to create shapes and objects that may be filled with color. While a pixel is saved as a fixed location on a bitmap, a vector image is saved as mathematical instructions, which makes it possible to maintain the same quality and aspect ratio when resizing. An EPS image can be sized up or down for use on any of PatientBuilder.com's materials.



Vector example: Notice the points and curved line art

Important: Saving a bitmapped image as an EPS file does not work. It is **not** possible to convert bitmaps into vector graphics.

Are there other reasons why EPS images look better?

A bitmapped image's matrix of dots must have assigned color; within a 100x100 pixel image, for example, each of the image's 10,000 pixels must be assigned a color. If your logo does not use each of those pixels, the "extra" pixels will default to form a white background. The blocked area of white in the brochures and newspaper ads offered by our competitors allows them to use a bitmap image that is not particularly well suited for high-quality printing, and this is why their finished product has a carelessly planned, mass-produced look (see below).

Vectors make it possible to superimpose an EPS image over any graphic or color block, with the background image filling in the gaps and voids of letters and shapes.

Compare the two images below. The bitmap image on the left has a "pasted-on" look, while the vector image is incorporated as an integral part of the larger image.



Bitmap placement (left) versus a vector eps (right)

Simply put, PatientBuilder.com adheres to a higher standard that makes a noticeable difference in the quality of the final product.

How do I get an EPS version of my logo?

The commercial printer your practice uses for printing stationery may be able to provide a copy of your logo in EPS format. For a nominal fee, PatientBuilder.com will convert the highest quality bitmap file you can provide to EPS format for use on PatientBuilder materials. In addition, we will give you an EPS file you can use for other projects.