



# Art Guidelines

Dear valued customer,

To minimize artwork charges & job delays, and maximize the quality of your finished product, please read and follow these guidelines:

## GENERAL

- **Original, editable art with layers and fonts intact** is preferred. Minor changes to accommodate production requirements or future modifications – such as phone or address changes – are often required and can not be made with derivative formats such as .eps, .tif, .bmp, .gif or .jpg.
- **Vector art** created by drawing programs such as Illustrator produce a far cleaner product than scanned, bit-mapped or rasterized formats such as .tif, .bmp, .gif or .jpg. Vector art can be enlarged to any size without loss of resolution or a “jagged edges” appearance.
- **Scanned or pixel-based art** (such as .tif, .bmp, .gif or .jpg created by Adobe Photoshop or “paint” programs) must be at least **300 ppi** (pixels per inch) for complex color figures such as photos. **600 ppi** is necessary for fine line art or text. Web art (usually at 72 dpi ) is *not* acceptable for print applications. A rule of thumb is that an image should appear on your computer screen at least 3 to 6 times larger than its size on a printed page.
- Include a **1/8" Bleed** on all artwork with printing that extends to the edge of the finished piece.
- Trimming is not an exact science. Please make sure that there is at least an **1/8" - 1/4" Margin** between important text or graphic elements and the edge. A 1/4" is recommended.
- **Please send copies – or give us the name – of all fonts used!** Although we have access to thousands of fonts, we may not have yours. If you know the font name, that may suffice. Matching fonts is nearly impossible from a low-resolution web or fax image.
- If you can not meet the above guidelines, we will do our best to work with the artwork you have within the time and money budgeted for the project.
- Extensive **Help Files** are located on our [wcbs4Color.com](http://wcbs4Color.com) website.
- If there are any questions or you need a template, please contact us at **800-522-WCBS** or [wcbs@wcbsGroup.com](mailto:wcbs@wcbsGroup.com).

## ACCEPTABLE FILE FORMATS

- Adobe Indesign v. CS6 or earlier.
- Adobe Illustrator v. CS6 or earlier.
- Adobe Photoshop v. CS6 or earlier.
- Quark Xpress v. 8.0 or earlier.
- Macromedia Freehand v. MX or earlier.
- Layered **.PDF** files that have been created as a high-resolution [Press Quality] files with fonts and layers intact.
- **Pixel-based image formats:** .tif, .bmp, .png or .jpg with a resolution of 600 dpi or higher. A .tif format is the most accurate and complete – and largest file size – and is preferred.

## FORMATS NOT ACCEPTABLE

- Artwork created in consumer-grade programs are not robust enough for professional printing and can be used only as guidelines from which to recreate from scratch. High-resolution .PDF or .EPS files created from these programs *may* be usable.
- Examples: **Word, Powerpoint, CorelDraw. Publisher** – Create a PDF file using the “Publish as PDF” with the “Commercial Press” option selected.

## SUBMITTING FILES

Email: Files up to 10 Megs may be emailed to [art@wcbs.com](mailto:art@wcbs.com).

Via Web: Upload larger files at [wcbs4printing.com/pages/upload.html](http://wcbs4printing.com/pages/upload.html).

Note: Non-PDF files should first be archived (**ZIP** or **SIT**).