



[Printing You Can Trust]

Art Guidelines

Dear valued customer,

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

GENERAL

- Original, editable art with layers and fonts intact in an acceptable file format 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 flattened, or [pixel-based](#) formats.
- "[Vector](#)" or [Line](#) art created by drawing programs such as Illustrator produce a cleaner product than scanned, bit-mapped or rasterized formats (.tif, .bmp or .jpg.) "[Vector](#)" art can be enlarged to any size without loss of resolution or a "jagged edges" appearance.
- Scanned or [pixel-based art](#) (.tif, .bmp 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. 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.
- See our extensive list of [printing terms](#) on our [Blog](#). If there are any questions, or you need a template, please contact us at **800-522-WCBS** or email wcbs@wcbsGroup.com.

ACCEPTABLE FILE FORMATS

- A print-ready Acrobat **.pdf** file saved in a pdf/X-1a format with all fonts converted to outlines is preferred. If we will be doing any editing or adjustments to the artwork, original, high-resolution files with fonts and layers intact in one of the following formats is preferred:
- Adobe Indesign v. **CS6** or earlier.
- Adobe Illustrator v. **CS6** or earlier.
- Adobe Photoshop v. **CS6** or earlier.
- **Pixel-based image formats:** .tif, .bmp, .png or .jpg with a resolution of 600 dpi or higher. The largest, highest-resolution image that you have 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 of consumer-grade programs not supported include: Word, Word Perfect, Powerpoint. Publisher – Create a [PDF](#) file using the "Publish as PDF" with the "Commercial Press" option.

SUBMITTING FILES

Email: Files up to 20 Megs may be emailed to art@wcbsGroup.com. Please contact us for larger files. We will send you a DropBox file request.

Note: Non-PDF files should first be compress in a **ZIP** or **SIT** archive.