

WTS Print Specs and Guidelines

File Formats Accepted:

InDesign

Illustrator

Photoshop (not to be used with silkscreen printing)

IMPORTANT: Submit your artwork in layered files or Print Ready PDF 300 dpi. Also, please submit your fonts or convert all fonts to paths.

6 Common mistakes on customer supplied art files:

- Missing fonts:
 - 1) Include them in your design files
 - 2) Embed them in a print-ready PDF
 - 3) Convert the fonts to paths or outlines

(Note: If you do not use one of these 3 options, your project will be delayed.)

- Missing images that are part of your design or linked images
- Not enough bleed using WTS templates
- Low resolution images – be sure to always use high resolution images
- RGB files need to be converted to CMYK
- Vital information too close to trim lines – please leave 1/8” margin

For more information, please read below:

Silkscreen or offset?

Use Silkscreen for Solid Colors.

If you have only solid colors in your artwork, it is best to print them with silkscreen. Silkscreen will consistently reproduce a color throughout the whole run of discs.

..... What software should I use for silkscreen artwork?

For best results, your artwork needs to be built in Adobe InDesign or Adobe Illustrator. Both of these programs have vector capabilities allowing your artwork to maintain crisp smooth edges. Any rasterized images such as jpegs, tiffs, or Photoshop files do not hold up well in the silkscreen process. Images will appear jagged and will not have a smooth appearance.

When sending your files, be sure to convert your fonts to "paths" or "outlines". This will ensure a smoother transition and will save you the worry of sending the correct fonts. Don't forget to keep an editable copy for yourself.

..... What dpi (dots per inch) should my files be?

Files that are vector based are not dependent on dpi. They are made up of lines - not dots. Vector files can be enlarged or shrunk and the quality of the file will not change.

..... Can I design my artwork in Photoshop?

We highly discourage using Photoshop for silkscreen artwork (see vector / raster example).

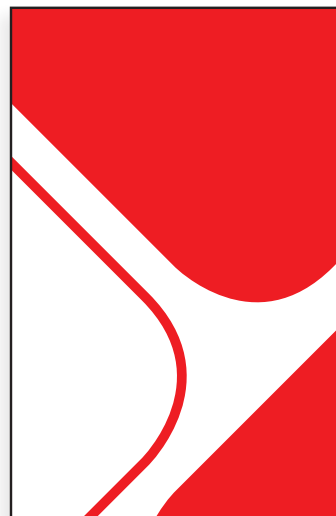
..... Can I import a jpeg or a tiff into my InDesign document?

It will have the same effect as supplying us the jpeg through Photoshop. It will be rasterized with jagged edges.



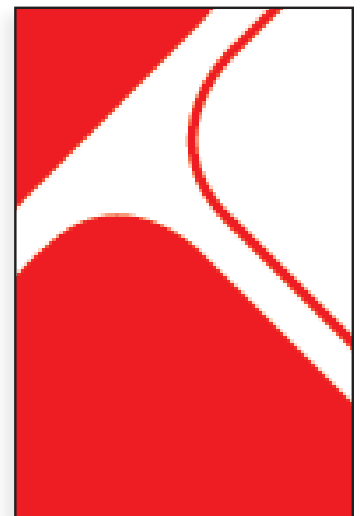
solid colors - no halftones

Vector



file built in InDesign or Illustrator maintains smooth vector lines

Raster



file built or saved from Photoshop displays raster jagged edges

Silkscreen or offset?

Use Offset when you have full color photos, varying tones, and gradients.

The offset process is better suited to handle full color images that gradually shift in color. These files do consist of jpegs and tiffs, however you don't want to send your final file in Photoshop.

..... **What software should I use for offset artwork?**

The artwork needs to be built in Adobe InDesign or Adobe Illustrator.*

These programs are designed to output your files correctly in the printing process.

**We currently support InDesign CS3 and Illustrator CS3.*

..... **Can I design my artwork in Photoshop?**

Photoshop is better for editing images such as photos or backgrounds. Once you have these images established, then import them into a layout program such as InDesign or Illustrator to complete your text. Your text will be much smoother.

Notice the "Global Outreach" disc example. The graphics for the globe background were created in Photoshop before their placement into InDesign. Then the text was completed in InDesign for the finished piece.

We recommend not using Photoshop for your whole layout, but if you must, please submit your artwork as unflattened PSD files.

..... **What dpi (dots per inch) should my files be?**

Your files need to be at least 300 dpi to maintain a smooth appearance. Please be aware that Photoshop can not increase the dpi of your file. If your unclear about dpi, consult Photoshop's help menus.

..... **What files should I send?**

Be sure to send your layout file as well as any linked* images associated with your artwork. Be sure to convert your fonts to paths or outlines before submitting your artwork.



full color photos with shifting tones

We can accept exported EPS or PDF files from your InDesign or Illustrator artwork. EPS or PDF files do not require linked images to be sent with them, however, the fonts need to be converted to paths or outlines before exporting the file.

** Linked files are any file that was placed or imported into your layout program and was not created in that program, such as a tiff photo or eps logo placed into an InDesign document.*