wg inc. ARTWORK GUIDELINES

320 N. Commercial St., Neenah, WI 54956 • 920-722-2992 • design@wg-inc.com

Cut Vinyl Jobs
Requires vector artwork. If raster artwork is the only art available, please contact us.

Digital (full-color) Printing
All jobs require vector or raster artwork. Vector artwork is preferred for text. Raster artwork should be 300dpi at full size for best results.

RASTER: Artwork is a photo and created of many pixels. **It is NOT editable or suitable for enlargement.**
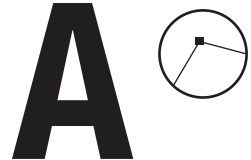
Software and/or File Format
Preferred:
Adobe Illustrator (CS6 or below)
.ai / .eps or .pdf (fonts must be converted)
Adobe Photoshop (CS6 or below) layered .psd or .tiff

VECTOR: Artwork is created of points and lines. **Can be edited and enlarged without loss of clarity.**

Supported:
.pdf (fonts must be converted, please save as "PRINT QUALTY") • InDesign (CS6) .indd • hi res .jpg

METHODS FOR SUBMITTING ARTWORK - Email, FTP or CD-R

1. Fonts must converted to paths/outlines.
2. Embed or include all placed images.
3. Artwork to be actual size.
4. Allow 1/8" bleed if necessary.
5. Submitt original file if possible, CMYK color space. Do not flatten/merge layers.
6. Indicate and include cut/die line.
7. Verify artwork meets guidelines.

HELPFUL TERMS:
Vector Artwork is an image created of points and paths. This artwork is editable and scalable.
Raster Artwork is an image/photo created of many pixels. This artwork is NOT editable or suitable for enlargement.
Bleed is the distance the ink extends past the finished edge of the product before final cutting.
Standard bleed is 1/8" (.125").
Outlined fonts are vector artwork and as such can no longer be spell-checked or edited.
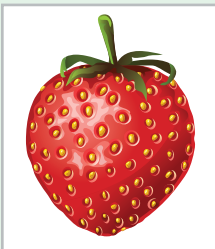However, it does not require the inclusion of original fonts in order to be displayed or printed correctly.
Live text is still in a text format in the artwork's original program and can still be spell-checked and corrected.
Live text requires the fonts used to be included with file submission in order to be displayed and printed correctly.

Opacity and Contrast when using White Ink on Clear Materials
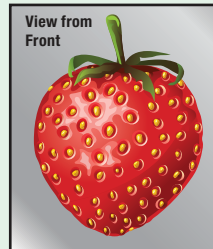Clear materials often require white to maintain color integrity. Three options are typically used.

Flooding the background white
Flooding coats the entire decal with white and, except on rare occasions, it should be done with face application clear decals only.
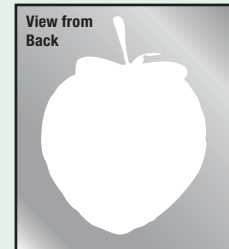
Applying a white halo to the elements
Elements with a halo are backed for opacity and have white extending slightly beyond the art creating a "halo" effect.It is best used to increase contrast against dark backgrounds.

Backing up elements or text
If the text or elements are thick enough, the white can be printed behind the text or elements only. While adding opacity, white would be unseen from the front of the decal.

We will advise you if an order is not suitable for our production methods