Logos

Must be Vector Files created in a program such as Adobe® Illustrator or similar program with the Text converted to Outlines and then saved as .EPS files. Logos may not contain Raster Images (photos/scanned images).

Some PDF files are also Vector files depending on the content of the document. If a logo is designed in a program such as Adobe® InDesign (using only text and vector graphics) and then exported as a Press-Optimized PDF file, that file would be considered a Vector file as well.

For best results, all text should be converted to Outlines before exporting to PDF or saving to EPS.

Photos

For Offset Press: all photos should be 300 dpi at 100% of the size at which they will be printed (ie. a 5x7 print should be 300 dpi at 5x7). Anything less than 300 dpi may result in poor reproduction of your photos. (Most images downloaded from the web are only 72 dpi and are not appropriate for offset printing).

For Digital Press: photos can be as low as 150 dpi without losing a great deal of quality though 300 dpi is still preferable. While some images downloaded from the web may be deemed "ok" for digital printing, they are intended for screen viewing and therefore the quality will not be the same as images supplied at higher resolutions. We realize that there are times when these images are all that is available and will do what we can with them but please be prepared for their limitations and use them with caution.

Design Files

Accepted File Formats for Press-ready Files: The preferred file format is Press-Optimized Adobe® PDF (or PDF/X-1a:2001) created from Adobe® InDesign, QuarkXpress® or Adobe® Illustrator. A PDF created from Photoshop or Word is not necessarily press ready and is not recommended. However such files may produce acceptable digital output. Wordsprint also accepts "native" files created in Adobe® InDesign, QuarkXpress

and Adobe® Illustrator for press output. When supplying native files, all supporting files (such as logos, images and fonts) should be supplied when submitting your document for printing. For your convenience, you may download our PDF Print Driver from: http://www.wordsprint.com/jobready/index.html which will allow you to use virtually any program to "print" directly to a PDF file that Wordsprint will then use to print your file. Please note that, even with this print driver, images still need to be at the correct resolution to reproduce at the best quality possible.

Accepted File Formats for Digital Output: Adobe® PDF, Adobe® InDesign, Adobe® Illustrator, Adobe® Photoshop, Microsoft® Word, Microsoft® Excel, Microsoft® Powerpoint.

Please make sure that, if your document has images or blocks of color that need to print to the edge of the page, you include at least .125" (1/8") bleed outside the margins of the page. For example, if the finished size of your document needs to be 8.5" x 11" with "full-bleed", then the file or PDF that you submit should be a minimum of 8.75" x 11.25". You can ensure this by finding the setting named "include bleed" when exporting your document.

Definitions

Vector Files: Artwork created using points, lines, curves, and shapes to create infinitely scaleable graphics. These graphics can be scaled to any size without losing the integrity of the original design. These files are generally saved as .EPS or .AI files but may also be saved as .PDF files.

Raster Files: Images that are made up of individual pixels such as photos or scanned artwork. Some examples of programs that produce Raster Images are Adobe Photoshop and MS Paint or other photo editing software. Images downloaded from the web or digital camera are also rasterized. Rasterized images can be scaled down without losing integrity but cannot be scaled up. Therefore they are not a good file type for logos that need to be used at various sizes. These files are generally saved as .JPG, .TIF, .PNG, .GIF or .EPS.