ARTWORK SUBMISSION GUIDELINES

whimsywraps

Before submitting any artwork, please review the specifications below. If you have any technical questions, please feel free to contact us at info@whimsywraps.com.

To offer a timely turnaround of your project, WhimsyWraps.com has streamlined the artwork requirements for submitting designs and other artwork. Whether you are submitting images or logos for us to use in your custom designed piece or you are providing fully designed ready to print artwork, we recommend you follow these guidelines to ensure on-time delivery and to avoid any extra service charges.

PREFERRED FILE FORMATS
- Adobe Illustrator up to version CC
- High Resolution PDF (preferably PDF/x-1a compliant)
- Encapsulated PostScript (EPS)

OTHER ACCEPTABLE FORMATS:
- TIFF
- JPEG (300+ dpi, low compression preferred)
- Adobe Photoshop up to version CC (300+ dpi)
- Adobe InDesign up to version CC

UNACCEPTABLE FORMATS:
(these formats will incur extra service charges)
- Microsoft Publisher, Word or PowerPoint
- CorelDraw
- QuarkXpress

VECTOR ARTWORK PREFERRED:
We recommend that you send us vector images for your artwork when possible. These are typically Adobe Illustrator (.ai), Acrobat PDF (.pdf), or EPS (.eps) file formats. Vector images allow us to reproduce your artwork with crisp clean lines and consistent solid color – truly taking advantage of our 2400dpi output capabilities.

FILE RESOLUTION:
All images and photos should be at least 300 dpi (dots per inch) or greater. As noted above, when possible, please provide vector artwork as this produces the best quality output.

COLOR FORMAT:
Please provide all files in CMYK color and specify Pantone (PMS) colors where possible. Printing metallic, spot or PMS colors is not available and will be converted to the closest CMYK process color. However, PMS colors will be used to color match where possible. We use a digital printing method that differs from typical offset printing and as a result the colors in your artwork may be slightly different when interpreted by our printers. If you would like to match a specific color or if a specific color output is required, please contact us to discuss your needs.
*Additional fees may apply for premium color printing.

BLEEDS:
Please provide an 1/8" (0.125in) bleed off all edges. All provided templates include bleed.

ARTWORK CHECKLIST:
- ☐ All artwork is either vector or 300 dpi resolution
- ☐ All colors are either CMYK or PMS
- ☐ All fonts converted to outlines or font files supplied
- ☐ For custom designs: 1/8" (0.125in) bleed off all edges
- ☐ All template guidelines, trim marks, etc are deleted

SUBMITTING YOUR ARTWORK:
You will need your 6-digit order number to upload your artwork. Compress all artwork files, linked images and fonts into a single Zipped (.zip) file.

ONLINE UPLOAD:
We recommend that you upload your artwork files via our website – visit the following link in your web browser:

www.whimsywraps.com/upload

CONTENT SAFE AREA:
All provided templates include a content safe area. Keep all content and critical elements within the noted safe area to ensure that it is not trimmed off during finishing.

FONTS:
Please convert all type to outlines or supply all fonts. Please note that if you outline your type we will be unable to make any corrections during the proofing process and you will be required to submit new artwork should you require any last minute changes.

RECOMMENDED TYPE/FONT SIZES:
Generally, you can go as small as 5 points for black type on a light or white back-ground, 7 points for white type on a dark, black, or complex background (also known as reverse type). This varies, of course, depending on the typeface used. If you are using medium or light colors for type we recommend a larger type size as the half-tone screen for CMYK output can create hard to read text at small sizes.

LINKED IMAGES:
If you have large photos or images to include in your design, you may link them into your document and provide them separately rather than embed them in your document. Ensure all linked images meet our guidelines.

PROOFING / APPROVAL:
After we have received and setup your artwork, we will e-mail you a proof of your final design before we print. This is typically sent within 1-2 business days after receiving your order. **We will not proceed with the printing of your order until we receive your approval on the proof.** If your approval is not received in a timely manner, it may delay the shipment of your order. A proof is not provided for "FAST" or "RUSH" orders to expedite the printing of your items.

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