

## Art Specification Guidelines

### Submitting Art Files

Our Graphics Art Department is staffed by experienced personnel using state-of-the-art workstations. We accept artwork in almost any electronic format and via diverse media such as FTP, Email, CD, DVD, and Flash drive.

### FONTS

All fonts should be supplied. All fonts should be converted to OUTLINES. This will eliminate any font requirements.

### GRAPHIC FORMAT

**Vector Data** is preferred over Raster Data for type and line illustration. When sending Illustrator files please supply all fonts outlined as well as the fonts themselves in the event we need to make changes to the text.

**Raster file formats EPS, TIF, PSD & Hi-Res JPG** are used for color, black and white photos and artwork. These files should be 300 dpi minimum at 100% of size to insure the highest quality production of your artwork.

**Adobe Indesign and Quark** are supported applications. Please provide Package or collect off the entire job.

Our Art Department can assist you with questions pertaining to the use of bar codes, minimum point sizes, reverses in artwork, trapping colors and more. Feel free to [contact the Art Department](#)  
Email: [Art@whitlam.com](mailto:Art@whitlam.com) today!

### Platforms

Mac Or Windows

### Preferred Formats

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Quark

### Media Requirements

CD or DVD  
Floppy  
FTP  
Email  
USB Flash Drive  
Stuffit & Zip