



ARTWORK GUIDELINES

FILE TYPES

Here at Wild we aim to be as flexible as possible. That's why we accept a range of artwork file formats.

Recommended file types are ai., psd., psb., ind. and pdfs.

We also accept jpg and png files; however these must be to scale.

Where possible we would also like you to supply a pdf or jpeg for visual reference. When supplying ind. files this should be packaged, including all assets and fonts.



RESOLUTION

All artwork should be a minimum of 150DPI when at 100% scale, however we would recommend no less than 300DPI.

We are able to print up to 1200 DPI subject to material.

SIZE AND LAYOUT

It may seem obvious, but the first thing to check on your artwork is that the dimensions are correct.

When scaling your image please ensure that it is proportionally correct. For instance at 25% scale the length and height should be four times less than at full scale (plus your bleed).

If you are concerned about your file size you can supply the artwork scaled. 10% is the smallest you should scale your artwork, though the closer to production size your artwork can be the better.

When scaling, vector imagery is preferred or you may lose image quality upon production.

BLEED

Firstly, what is bleed? Bleed is an extension of your artwork past the visual area you expect to see/be printed. We use this to make sure the edges of your artwork look crisp.

All artwork should be supplied with 20mm bleed.

If you are getting a wrapped panel we will need 50mm bleed.

UPLOAD

So you're ready to send us your artwork? Great! You can send us up to 20GB in one go via our FTP at the below web address

<https://wild.westtransfer.com>

We can't wait to see it!