

WCG

Submit packaged native files (.indd, .ai, etc.) to include image links and all fonts used.

Accepted File Types

AI, EPS, PDF, INDD, PSD, JPEG, TIFF (preferred over JPEG)

Outline all fonts, expand fill & strokes, set necessary bleed, plug in any targeted PMS spot colors.

Resolution

Small Images (3' x 3' and under):

150–300 DPI at 100% scale.

No need to downsize to reach 300.

Large Images (over 3' x 3'):

100 DPI at 100%

Due to longer viewing distance and material textures, over 100 DPI is not generally needed to produce a crisp large-scale image.

Bleed

Direct print graphics: 0.125" bleed, each side

Mounted/panel graphics: 0.25" bleed, each side

Wall Murals

Mural that installs without touching floor, ceiling, edges, or corners (“floating”):

No bleed needed

Mural that trims to one or more edges:

6' x 8' and under: 1" bleed each side

Larger than 6' x 8': 2" bleed each side

Scale

Please note scale in file name if scale is not 100%.

File submittal

We accept all transfer service links.

WCG offers file construction, file prep and image enlargement. Please reach out for an assessment if you have image quality concerns, or need extra assistance in rescuing historic or very low resolution images.