



# BRANDS IMAGING

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## ART SUBMISSION GUIDELINES

### GENERALLY SPEAKING

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For us, print ready files are made at full size, include a 1" bleed on all sides, are 150 dpi, and are flattened TIFFs (file extension.tif). For certain projects, extra bleed may be required, but this is our general rule of thumb. If you are unsure of how to accomplish this task please see the section "What to do when you don't know what to do." It will change your life. Or at least make ours slightly easier.

### WHAT TO DO WHEN YOU DON'T KNOW WHAT TO DO

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Stay calm, it's going to be ok. If you are unsure of what you are doing, the best option for all parties involved is for you submit the native file. This means the illustrator or photoshop file you used to create the artwork. When using this option there are a few things that are of utmost importance. First, files should be full size (this means if you are having a 3' x 4' banner made, your file should be 3' x 4' with bleed, *this is especially important for photoshop files*). Second, *outline all fonts used OR send all fonts used along with the file*. Third, **outline all fonts used OR send all fonts used along with the file**. It's too important to not mention twice. Which brings us to... Fourth, any placed images must also be submitted along with the file.

### LET'S RECAP

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- Print ready files are .tifs at 150 dpi, flattened, and full size with bleed
- Unsure of how to make a print ready file? Don't sweat it. Send us the native file, fonts, and placed images. We got you. We can accept layered TIFFs (.tif), Photoshop files (.psd), editable PDFs (.pdf), and Illustrator files (.ai) as native files. We are working from CS6.
- There are always exceptions to the "generally speaking" guidelines. If your project is one of them, we will be happy to provide you with the adjusted submission guidelines that are tailored to your project.
- Artwork that does not adhere to these guidelines will need to be recreated in the appropriate format, and an art fee will be charged to your order.

If you have any questions regarding art and whether or not your art is acceptable, please contact the Brands Imaging Art Department: [design@brandsimaging.com](mailto:design@brandsimaging.com). Remember to put "ATTN: Art Dept." somewhere in your subject line.

Brands Imaging appreciates your business!  
Thank you for cooperating with our Art Submission Guidelines!