

Providing good print-ready art is critical for several reasons, especially when it comes to printing or creating promotional materials.

## Ensures High-Quality Output

- **Clarity and Detail:** Poor-quality art can result in blurry, pixelated images or designs that appear unprofessional, which could negatively affect your brand's image.
- **Accurate Color Reproduction:** High-quality art files help ensure that the colors you see on your screen will closely match the colors in the final print, which is particularly important for brand consistency. If the file isn't clear or high resolution, colors may not print as expected.

## Reduces Production Delays

- **No Rework Needed:** Providing good print-ready art speeds up the process and helps to avoid delays caused by needing to fix art files.
- **Fewer Errors:** Submitting clean, correct art reduces the chances of errors during production, which can lead to costly reprints or having to redo parts of the process.

## Cuts Down on Costs

- **Less Time Spent Adjusting Files:** Additional fees will apply if Winbrook has to fix or adjust poor-quality artwork, so providing quality print-ready files from the beginning saves you money.
- **Minimizes Wasted Materials:** Incorrect or low-quality art can lead to mistakes during production, potentially resulting in wasted materials, which leads to unnecessary costs.

## Professional Appearance

- **Brand Integrity:** High-quality art helps maintain the integrity of your brand. It makes a positive impression on customers, employees, and anyone who engages with you.
- **Consistency:** Print-ready art helps maintain consistency across all branding elements (whether it's a logo on a t-shirt, a sign, or a flyer) ensuring your branding stays cohesive and recognizable.

## Faster Approval Process

- **Streamlined Communication:** Good print-ready art typically means there's little need for revisions, as everything is already set up correctly. This streamlines the entire process, making things run more smoothly from concept to final product.

In summary, providing good print-ready art saves time, money, and effort while ensuring a professional and high-quality final product. It's the key reason Winbrook preflights all supplied files, making sure that your materials reflect well on your brand and resonate with your audience.

## Artwork Preparation Checklist

### 1. Size and Dimensions

Build documents to the exact trim size. Double-check that your file matches the final print size. Include crop marks for precise cutting.

### 2. Bleed and Margins

Add bleed by extending any background or design elements that touch the edge of the page beyond the trim line by 0.125 inches (1/8 inch). Keep important elements like text and logos at least 0.25 inches from the trim line to avoid cutting off.

### 3. Color Mode

Use CMYK (Cyan, Magenta, Yellow, Key/Black) or Spot Color. Include Pantone color numbers for accuracy when applicable.

### 4. Photo Resolution

Ensure all images are at 300 dpi (dots per inch) at the final print size. Low-res images (under 300 dpi) will look blurry or pixelated when printed.

### 5. Fonts

When embedding fonts, be sure all fonts are properly embedded into the file. Convert text to outlines when the text is part of your logo. This ensures fonts stay intact, even if the font isn't installed on other systems.

### 6. File Naming

Use clear, descriptive names for your files (e.g., "ClientName\_Brochure\_Version2.pdf"). Avoid special characters (like &, %, \$) in file names to ensure compatibility.

### 7. File Format

Send a complete packaged file (InDesign) with all fonts, linked images and a PDF reference or a print-ready PDF\* file. Preferred formats include: PDF, EPS, AI, or high-resolution TIFF (300 DPI). Avoid: JPEGs and other low-res files—these will not print clearly.

### 8. Proof and Final Check

Always double-check your design for typos, alignment, and color issues before sending. You may request a digital proof from the Winbrook Art Department before going to final print.



\*Avoid sending files from Canva.com.  
We are not able to make edits Canva.com PDFs.