

Digital Artwork Submission Guidelines

Artwork can be sent to the Sharpe Group via email for use in publications. Artwork for imprints should be sent to imprints@sharpenet.com. For information on where to send artwork for custom publications, contact your Sharpe representative. The maximum file size for emailed artwork is 10 MB. If your file exceeds this size, contact Jill Harvey at jill.harvey@sharpenet.com or 901-680-5305 for alternative methods of transfer.

Logos / Wordmarks

The preferred format for logos is a vector EPS file, with all type converted to outlines. If an EPS is not available, you may send a TIF file (preferred) or a JPG with a minimal level of compression. TIF and JPG files of logos must be at least 300 DPI (600 DPI is preferred) at 2.5" wide (750 px.) If the logo is bitmapped (contains only black and white pixels, no grayscale pixels), it must be at least 600 DPI at 2.5" wide (1500 px.) Logos that are incorporated into a website are generally saved at a much lower resolution than is required for printing and are not usable. Please make sure that your logo is set up in the proper color mode for the publication you ordered; most imprints are black-only and require a grayscale logo.

Photos

All photos should be the original file for the highest quality reproduction and should be in focus, well-lit, not grainy and uncropped. For general purposes, photos should be at least 4x6" at 300 DPI (1200 x 1800 px). Photos that are incorporated into a website are generally saved at a much lower resolution than is required for printing and are not usable. Smaller photos may be acceptable for some uses. Other uses, such as mastheads, may require larger photos. Please check with your Sharpe representative for exact specifications.

Scanners

Scanned photos are acceptable if they are scanned at a resolution of at least 300 DPI. Please be aware that old photos may not produce a quality reprint regardless of the resolution of the scan.

Custom art files

If you are submitting files for a custom design, please send a packaged InDesign file that includes all links and typefaces. The Sharpe Group currently uses CS5; CS5.5 users should include an .idml file and a sample PDF. Check with the Sharpe Group for FTP information.

