

# Digital Image Guidelines for Journal Cover Graphics

From Journal Production and Manufacturing Services  
American Chemical Society

For questions regarding cover art selection or submitting cover artwork for review, please visit <http://pubshelp.acs.org> or send an email to [support@services.acs.org](mailto:support@services.acs.org).

For questions regarding the following guidelines to be used for selected cover art, please contact Dean Shepherd at [acsjournalcovers@acs.org](mailto:acsjournalcovers@acs.org) or 1-614-447-3665.

## Pixel-based Images

This kind of image includes photographs and images created in Photoshop. The main concerns in producing pixel-based artwork are file format and resolution.

### File Format and Resolution

All pixel-based images should be supplied as layered Photoshop files (PSD)\*, uncompressed JPEG, or TIFF format. The supplied file should have a resolution of at least 300 dots per inch (dpi) and be sized to the dimensions at which it will appear on the cover.

### Size

Send artwork at the size you would like it to appear on the cover while retaining a resolution of 300 dpi. Ideally, artwork should be sent as large as possible (at least 8 inches wide).

### Color

Both CMYK and RGB color builds are acceptable. Images will be processed as CMYK during production and if not submitted as CMYK may shift color slightly. It is recommended to convert or preview images as CMYK prior to submission.

**\*A layered Photoshop file is ideal so that changes can be made if necessary.** If you do not have Photoshop or do not send a layered file, revisions may need to be applied in your native software and images resubmitted for production use as a JPEG or TIFF.

### Requirements:

**Format:** PSD, JPEG, TIFF

**Resolution:** 300 dpi at desired print size

**Color:** CMYK or RGB

## Vector-based Images

This kind of image is generated using a drawing program like Adobe Illustrator. Type and line art are usually vector-based.

Since vector-based images are resolution independent, the main concern for this type of graphic is file format.

### File Format

All vector-drawn images should be supplied in Adobe Illustrator (AI), EPS, or PDF format at high resolution (at least 300 dpi for embedded images). Check Adobe Acrobat settings when making PDFs.

### Size

Since vector-drawn graphics are scalable there is no size requirement. The ACS Journals Publishing Group recommends that images be created at the size they are expected to appear in print or at least 8 inches wide and at least 1100 dpi; vertical dimensions will be proportional.

### Embedded Images

If any images are imported or embedded into the EPS file, please include the originals of the images along with the final EPS file (follow guidelines for pixel-based images for embedded files).

### Requirements:

**Format:** AI, EPS or PDF

**Color:** CMYK build

**Other:** Supply all embedded images separately



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