

Art File Requirements

ACCEPTED FILE TYPES

- .ai - Adobe Illustrator Document (CC)
- .pdf - Portable Document Format
- .eps - Encapsulated Post Script

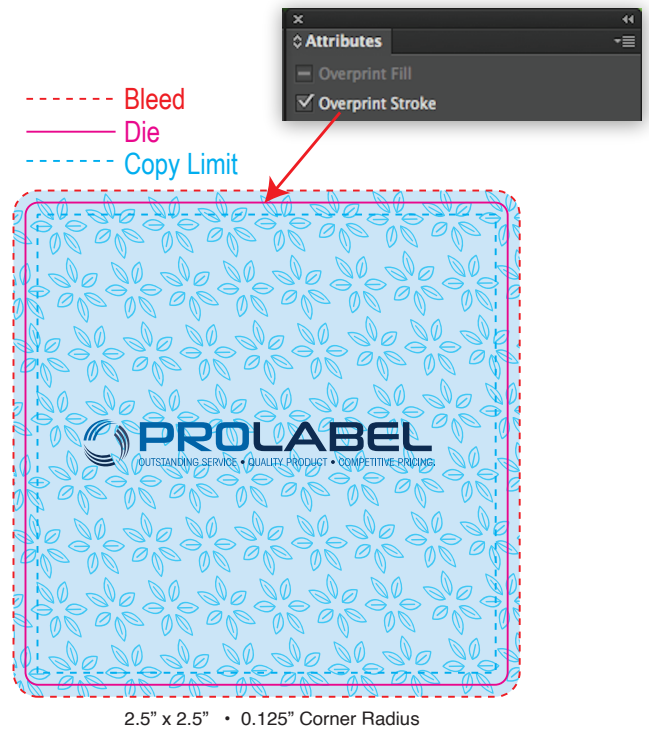
- ***Image Resolution: 300dpi - 450dpi
- ***File Size: Must be under 50MB

DIE LINE, BLEED, & COPY LIMIT

- Art files should include a die line colored with the swatch "Die" and should be set to "Overprint".
- Bleed is required for printing. Background art must extend 1/16" past the die line all around.
- All text must be kept 1/16" inside the die line to avoid cut off.

Call out size of artwork and desired corner radius.

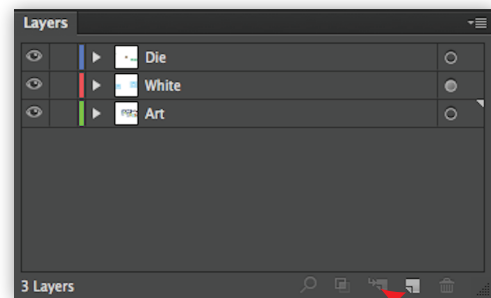
Note: Unless otherwise noted, a default corner radius of 1/8" (0.125") will be used.



LAYERS

- Die, white, art, and all other specials (Spot Varnish, Tactile, Foil, Dimensions) should be set up on their own separate layers.

Tip: Creating and naming layers in your document keeps all graphic elements organized. This eliminates any confusion with the Art Dept. when files are reviewed.



Click here to create a new layer

TYPE SPECS

- All files must have fonts created to outlines or include all fonts when submitting final art.

Not Outlined
Editable (Live) Text

Outlined
Vector Shapes

Note: Creating fonts to outlines means you are converting live, editable text to vector shapes.

Digital Printing

Positive Minimum Type: 3 pt

Reverse Minimum Type: 4 pt

Flexographic Printing

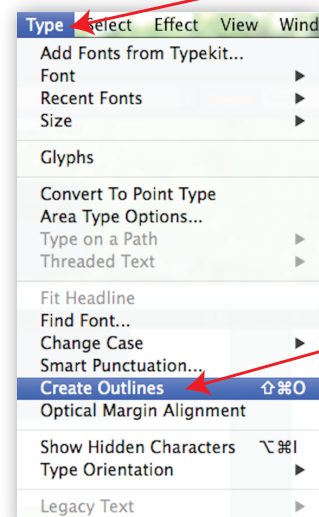
Positive Minimum Type: 4 pt

Reverse Minimum Type: 5 pt



To outline fonts:

Select all live text, then go to "Type"



Select "Create Outlines"

COLORS

- All files must be in CMYK color mode, not RGB.

Note: Files supplied in RGB mode will automatically be converted to CMYK. This changes color values and we can't guarantee color accuracy.

- Files should be created using CMYK and/or PANTONE + Solid Coated spot color swatches.
- All "U" Uncoated inks will be converted to "C" Coated during pre-press file set up.
- Random Spot Color swatches such as "Logo Blue" or "PMS 185" will be converted to CMYK
- Metallic inks from the PANTONE + Metallic Coated book will be converted to CMYK.

SPECIAL INK SWATCHES

- These are our most commonly used swatches for special inks. Create Spot Color swatches with these names and values in your file when necessary.

Any swatch name and value can be used to represent a

- "Hot Stamp" swatch. For example, if you are using a gold foil, create a swatch color that looks like gold and name it "Gold Hot Stamp".

If two Spot Varnish inks (plates) are required, create two swatches with different names and values. For example,

- "Spot Gloss" and "Spot Matte".

"Die" should be used to show final cut shape.

"Dimensions" should be used to show fold or perf lines. Do not use either of these swatches in the actual art layer

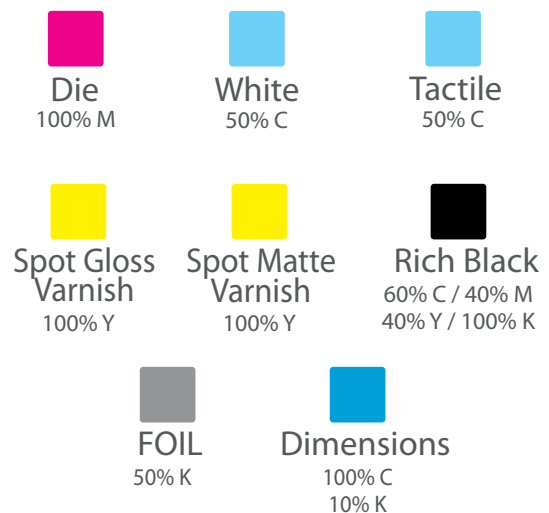
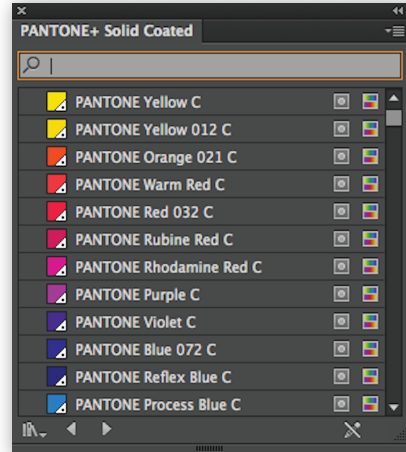
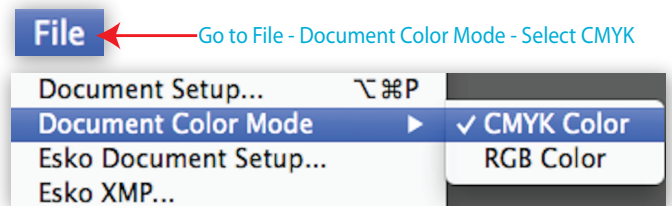
- design.

IMAGES

- Image resolution cannot be smaller than 300 dpi or larger than 450 dpi.
- The final file submitted for print should have all images embedded.

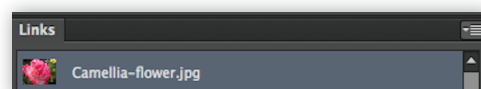
Note: If you choose not to embed images, a folder containing all high-resolution images must be submitted with art file.

To check if a file is in CMYK mode:

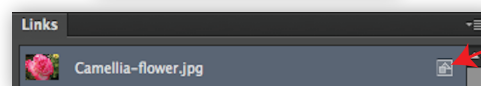
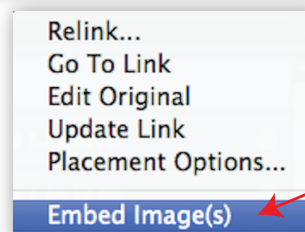


To embed an image:

- Click on the image you want to embed



Click the drop down menu on the Layers panel



This icon means the image is embedded in the file.

LINE THICKNESS (for print only)

Digital - Print

Positive Minimum Line: 1 pt

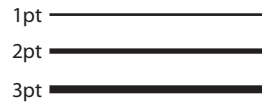
Reverse Minimum Line: 2 pt

Flexographic - Print

Positive Minimum Line: 2 pt

Reverse Minimum Line: 3 pt

POSITIVE



REVERSE



BARCODES

- Since most barcode scanners utilize infrared light, avoid creating barcodes using red, light pink, orange, light brown, yellow, and metallic colors.
- To ensure scannability, it is recommended that barcodes are dark colored (black ink only scans best) on a white or light colored background.
- Allow enough room for a "Quiet Zone" or no-print area of at least 1/8" to the left and right on the barcode bars.

Set the Bar Width Reduction to 80 microns. Any barcode

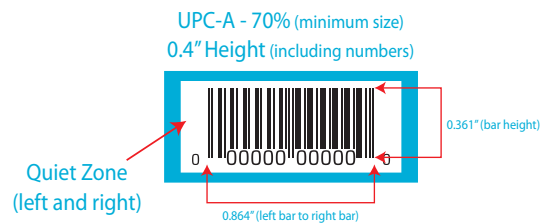
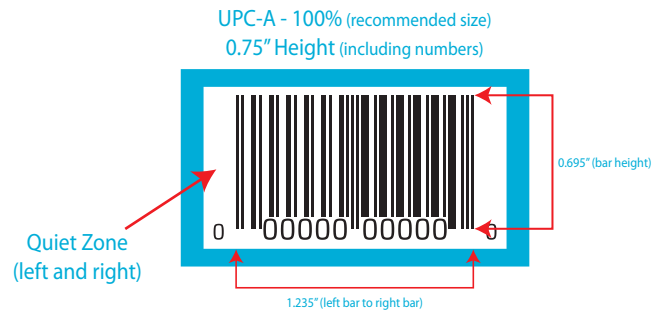
- below 70% is not recommended and will reduce the chances of it scanning.
- Avoid low resolution image files for barcodes. Creating them in vector format works best.

Note: It is the Client's responsibility to ensure that the barcode will scan.

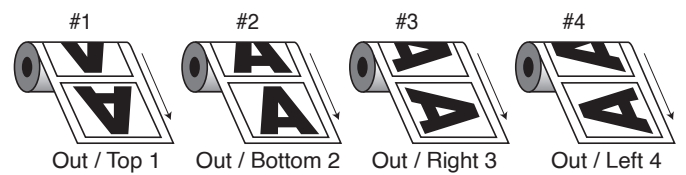
UNWIND DIRECTION

- Unwind direction is simply the way in which a label unwinds from a roll. This is most easily explained by looking at the unwind diagram.
- The orientation of the letter "A" represents which side of the label is coming off the roll first.
- "Wound Out" means the labels are on the outside of the roll.
- "Wound In" means the labels finish on the inside of the roll.

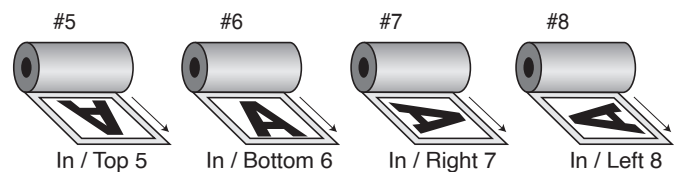
Note: Unwind direction is very important for Automatically (Machine) Applied applications. Contact your Sales Representative or Client Specialist for more information on unwind directions.



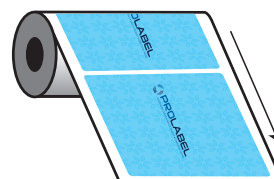
Wound Out



Wound In



Example: Unwind # 3



Example: Unwind # 2

