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ALWAYS OUTLINE YOUR FONTS

Differences in kerning, font versions, anti-aliasing, etc. can cause small differences between what you see on your screens and what we output to press.

ELECTRONIC ART FORMAT & DESIGN GUIDELINES



ADOBE ILLUSTRATOR

"THE PREFERRED PROGRAM".
Always provide your files with fonts outlined.

1. OUTLINE ALL FONTS!!
2. Save as an .AI or .EPS file
3. Ensure all images are embedded (CMYK)
4. Ensure document raster effects are 300 DPI
5. Create a PDF/X-4 for proofing



ADOBE ACROBAT

A PDF can be provided as a final file as long as the necessary steps are taken to ensure the quality of the file.

1. OUTLINE ALL FONTS!!
2. Ensure all images are embedded at 300 DPI
3. Remove/turn off security options
4. Save as a "High Quality Print" PDF



ADOBE PHOTOSHOP

Typesetting in Photoshop will create rasterized text that WILL appear fuzzy when printed.
Not recommended providing files this way.

1. OUTLINE ALL FONTS!!
2. Ensure files are at least 300dpi (not upscaled)
3. Save as a CMYK .PSD
4. Create a PDF/X-4 for proofing



ADOBE INDESIGN

Text effects (drop shadows etc.) tend to render differently between pdf & InDesign. Always rasterize these effects.

1. OUTLINE ALL FONTS!!
2. Save as a .INDD or .IDML
3. Ensure all needed files are included
4. Ensure document raster effects are 300 DPI
5. Create a PDF/X-4 for proofing

IMPORTANT: ALWAYS INCLUDE A PDF FOR US TO PROOF AGAINST

UNACCEPTABLE FILE TYPES



UNACCEPTABLE FILE TYPES

FLEXOGRAPHIC CONSIDERATIONS

- Type no smaller than 4pt in positives
- Type no smaller than 6pt in knock-outs
- Thin small fonts knocking out over 3 or more colors may fill in slightly or appear fuzzy
- Thin small fonts made up of 3 or more colors may appear slightly fuzzy
- Line weights should be no thinner than .5 pt
- Drop shadows can cause dot fall-off/breakout

OTHER CONSIDERATIONS

- Bleeds should extend 0.0625" past trim line
- Text should be 0.0625" away from trim line
- Barcodes/QR codes should always be vector
- Allow for about 0.7pt of trapping
- Make sure your fonts are outlined
- Raster text will print fuzzy
- Colors with less than 3%'s will have those <3%'s converted to 0%

UPLOAD YOUR FILES USING EMAIL, DROPBOX, OR AN ONLINE FTP SITE.

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ART SUBMISSION CHECKLIST

☐ File has at least 1/16" (0.0625") of bleed on all sides.

☐ File has at least 1/16" (0.0625") of space inside the dieline for any critical elements such as type.

☐ Any rasterized elements are at least 300 DPI.

☐ All fonts are converted to outlines.

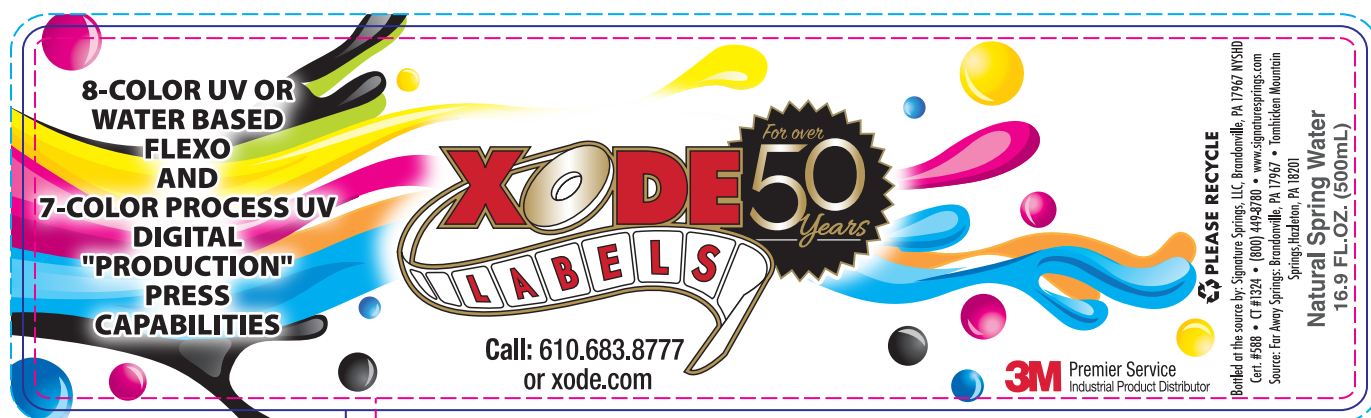
☐ All links are either embedded or ready to be sent along with the original file.

☐ Any Pantone colors used in the art are included in the color swatch palette.

☐ The Document Color Mode is set to CMYK.

EXAMPLE OF HOW YOUR FINAL FILE SHOULD BE CONSTRUCTED:

SIZE IS FOR REFERENCE ONLY



Maximum area for type (1.875" x 6.875")

Dieline (2.0" x 7.0")

Minimum bleed area (2.125" x 7.125")

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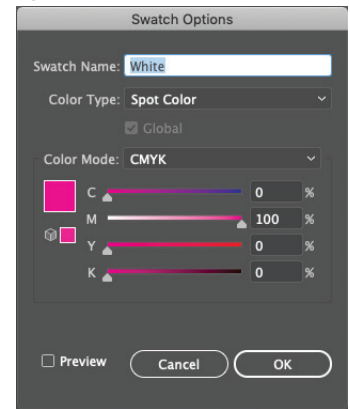
FILES WITH NON-FLOOD COATED WHITE INK

Any labels that require spot areas of white must have the areas clearly marked as such. Xode is capable creating the white spot color separation if needed, however, this may result in additional costs and increase delivery time.

When setting up the white in Illustrator please do the following...

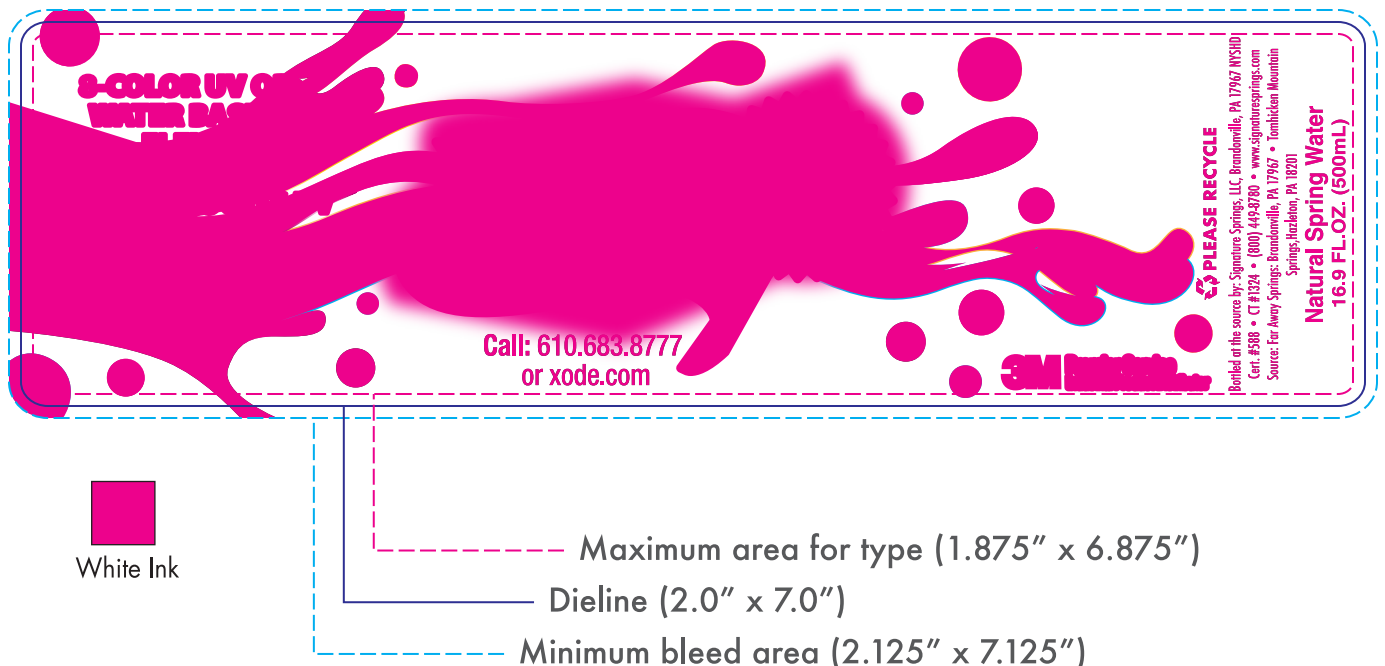
1. Create a new spot color swatch and color it either 100% Cyan or Magenta and name it "White" or "White Ink".
2. Create a new layer named "White" and move it to the top.
3. Copy all of the elements to the new "White" layer and color them spot "White". Then select "Overprint" for all of these elements. Use Overprint Fill and/or Stroke as needed.
4. In the separations Preview menu select "Overprint Preview" to see your white layer on top of your art. It will be semi-transparent.

Spot White Ink



EXAMPLE OF HOW YOUR FINAL FILE SHOULD BE CONSTRUCTED:

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