

PREFERRED DESIGN SOFTWARE

CC (Creative Cloud) or lower



Illustrator



Photoshop



InDesign

Check with us to ensure compatibility of any other software programs.

DON'T USE THESE PROGRAMS?

Save as:



(Editable)



We cannot accept responsibility for unwanted results from artwork generated in other design programs.

FILE TRANSFER SERVICES

Don't password protect your transfer



Dropbox



Google Drive



SwissTransfer



Smash



WeTransfer

ARTWORK SPECIFICATIONS

Any artwork not adhering to our specifications may be subject to modifications. We won't accept responsibility for print errors or delays where artwork has been supplied incorrectly.

COLORS

CMYK

4-color process

MINIMUM LINE WEIGHT

0.5 pt

Positive

0.75 pt

Reverse

MINIMUM CMYK IMAGE RESOLUTION

300 dpi

MINIMUM CMYK COLOR PERCENTAGE

10%

anything less will be interpreted as white



TEXT AND TYPE

OUTLINE all text in Illustrator to convert type into compound paths. Switching editable letters into fixed, uneditable objects means we can print your text exactly as desired.

OR INCLUDE all screen and printer fonts (TrueType, OpenType, and/or PostScript) in a separate folder along with the final artwork to avoid font replacement issues.

ABC → ABC



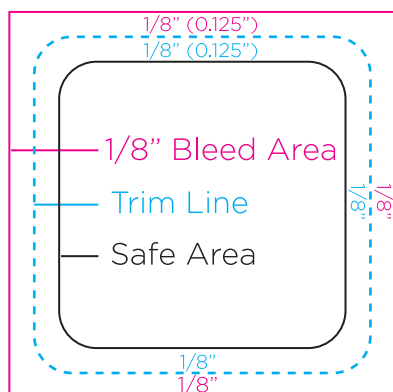
IMAGES

Make sure images are saved in CMYK color mode and have a resolution of at least 300 dpi. Include any Photoshop files used to create placed images. Don't flatten layers in Photoshop. Don't embed image files in Illustrator. All supporting files must be included in a separate folder.



LAYOUT

Include a 1/8" bleed around your artwork. Place copy and graphics no closer than 1/8" to the trim line.



COLOR MATCHING

SPOT COLOR - Provide the **Pantone Solid Coated** swatch number or send us 2 identical physical color references.

CMYK IMAGES - Provide us with 2 identical physical color references.

Color matching is limited to 3 spot colors per design. We do our best to match colors as closely as possible, but exact duplication isn't guaranteed.



SET ALL BLACK TO 100% K

Set all black areas to solid black (100% K) and not 4-color rich black. Also, DON'T use the Registration color swatch.



100% BLACK



CMYK Black



LOGOS & VECTOR ART

Logos and vector graphics (with no images, added effects or filters) should be created in **Illustrator** or **InDesign** to ensure sharpness of print. We recommend the use of vector logos and graphics whenever possible.



BARCODE

Printing an image of a barcode can sometimes result in the barcode becoming unreadable. We utilize barcode software that generates a barcode from a UPC to ensure it's in the right format and that it can be scanned. Include your 12-digit UPCs along with your finalized artwork submission.



QUESTIONS?

Looking for a custom quote? Unclear about some of these artwork specifications? We're here to help and answer any questions you may have. Please contact us via phone or email.