

PREFERRED DESIGN SOFTWARE

CC (Creative Cloud) or lower



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

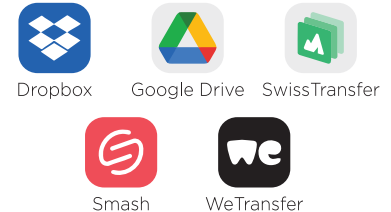
ACCEPTED FILE FORMATS

Save as:



FILE TRANSFER SERVICES

Don't password protect your transfer



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.

MAX COLORS

5
CMYK and White

MINIMUM LINE WEIGHT

0.5 pt | **0.75 pt**
Positive | Reverse

MINIMUM CMYK IMAGE RESOLUTION

300 dpi

MINIMUM CMYK COLOR PERCENTAGE

10%
Anything less will be interpreted as white

USE CMYK COLOR MODE

Digital printing is completed using 4-color process inks (cyan, magenta, yellow, and black). All linked images, spot/Pantone colors, and graphics must be in CMYK color mode prior to artwork submission.

Unwanted color shifts can occur if artwork is converted to CMYK color mode after the design is completed. So, it's recommended to set up your artwork in CMYK color mode at the beginning of the design process.



INCLUDE PROPER BLEED

In printing, "bleed" refers to the extended print area outside of the trim lines. It's important to include a proper bleed to ensure your design (i.e. images, graphics, or solid color areas) will reach the edges of your bag after it's trimmed and formed.

Please follow the bleed information on our templates.

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**

WHITE BASE

For designs that require partial coverage of white base ink, please create a diagram on a separate layer named "White Base" that indicates where white base ink should be used.

Colors printed without a white base show noticeable differences in appearance.

- **Metallic substrates:** Colors appear metallic.
- **Clear substrates:** Colors appear translucent.
- **Kraft paper substrates:** Colors appear to have a tan base.

PRINT COVERAGE

When the print coverage of a panel isn't 100%, the area without printing cannot be a large continuous section. Unprinted areas, including windows, cannot exceed 20% of the area of the panel. This doesn't apply when printing on kraft paper substrates.

Tt 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

LOGOS AND VECTOR ART

Logos and vector graphics (with no images and/or added effects and filters) should be created in Illustrator or InDesign to ensure the sharpness of the print. Vector graphics are based on mathematical calculations that are made up of points rather than square pixels, allowing the creation of clean and smooth lines and shapes. This means you can adjust the graphic to any size (large or small) without losing sharpness. We recommend the use of vector logos and graphics whenever possible.

IMAGES

A minimum of 300 dpi is required for any images used in your artwork. 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.

COLOR MATCHING

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

CMYK IMAGES - Send us 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.

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.

SAVE EACH DESIGN SEPARATELY

If you have multiple designs/versions, save each design/version separately. Don't save multiple designs/versions in one source file. Each file should only contain the information for a single design.



ARTWORK CHECKLIST

- ☐ **Artwork is in CMYK color mode** - Artwork doesn't contain any RGB or HEX color information.
- ☐ **Black areas are Solid Black (100% K)** - Black doesn't contain any cyan, magenta, or yellow color values.
- ☐ **Bleed** - Design complies with bleed information indicated on our template.
- ☐ **Text and type** - Text is outlined or fonts are included in a separate folder.
- ☐ **Images** - Images are at least 300 dpi and all supporting image files are included in a separate folder.
- ☐ **Color matching** - Pantone numbers and/or physical samples have been provided.
- ☐ **Barcode** - UPCs are included.
- ☐ **Separate files** - Each file only contains a single design in AI, PDF (workable preferred), or EPS format.

? 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.