

### 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:



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.

### MAX COLORS

8  
including white and matte

### MINIMUM LINE WEIGHT

0.5 pt | 0.75 pt  
Positive Reverse

### MINIMUM CMYK IMAGE RESOLUTION

300 dpi

### REGISTRATION TOLERANCE

+/- 0.03" (~0.75mm)  
in any direction

### TRAPPING

+/- 0.02" (1.5pt)

### MINIMUM TINT PERCENTAGE

35%  
Recommended for small areas

### TT TEXT AND TYPE

**OUTLINE** all text in Illustrator to convert type into compound paths. Switching editable letters into fixed, un-editable 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

### BB SET ALL BLACK TO 100% K

Please make sure to set your black color to Solid Black (100% K) and not 4-Color Rich Black. Also, please DO NOT use the Registration color swatch in your artwork.

✓ 100% BLACK

✗ CMYK Black

### CC 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.

### CC USE CMYK COLOR MODE

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.



## WHITE BASE & MATTE FINISH SET UP

**WHITE BASE (Partial):** If any area of your artwork does not require white ink to be printed, please create a diagram on a separate layer named White Base.

- **Metallic substrates:**  
Areas without white base will appear metallic.
- **Clear substrates:**  
Areas without white base will appear translucent.

**MATTE FINISH (Partial):** If any area of your artwork requires a matte finish, please create a diagram on a separate layer named Matte Finish. Knockout areas will indicate GLOSS unless otherwise indicated.



## 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.



## IMAGES

Save images in CMYK color mode with a resolution of at least 300 dpi. 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.



## 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.



## 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.



## 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.
- ☐ **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.

