

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.

MAX COLORS

8

MINIMUM LINE WEIGHT

0.75 pt | 1 pt
Positive Reverse

MINIMUM CMYK IMAGE RESOLUTION

300 dpi

MINIMUM TINT PERCENTAGE

35%
Recommended for small areas

TRAPPING

+/- 0.02" (1.5 pt)

REGISTRATION TOLERANCE

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



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.



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.



LOGOS AND 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. Do not import your logo(s) into Photoshop unless necessary. We recommend the use of vector logos and graphics whenever possible.

ABC → ABC



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



COLOR MATCHING

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

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



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.



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.



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.