



## COLOR

All Color in your art, including graphics and photos, should be in CMYK color space. It is best to use the Pantone + Color Bridge Coated colors and then convert colors to CMYK.

## RICH BLACK

If the black is touching other colors or is a somewhat large area, it is best to build a rich black of C=75% M=68% Y=67% K=90%. For standalone small black text that does not overlap another color, build it with a black value of 100% black (0/0/0/100K).

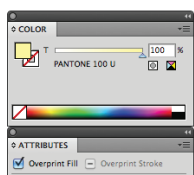
## GRAYSCALE

Black and white images can look good in our process but large areas of gray are not recommended. Try to build grays using percentages of black only to avoid possible color casts. Pantone Cool Gray need to be converted to a black percentage only for best output.

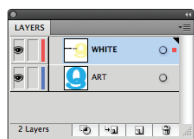
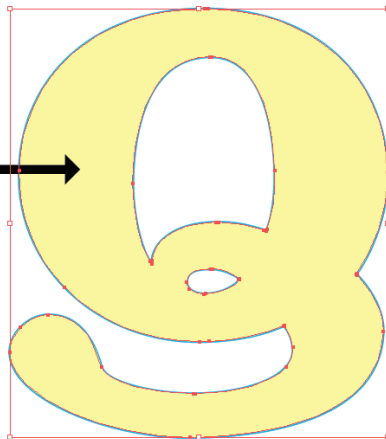
## WHITE FLOOD MASKS & TRAPS

Use Pantone 100U (uncoated Pantone palette) set to overprint to denote areas that are to appear white or that flood with white (**FLOOD WHITE HELPS COLORS APPEAR MORE OPAQUE**). Our process requires that the white flood actually reside on top of the art but will appear underneath when printed. Due to registration anomalies, make sure to trap the white .5pts so that white will not “peek” out and be visible, especially when using colored substrates. It is preferable that small black text and/or very small lines and graphics **NOT** receive a white flood.

**FINAL ART SHOULD HAVE THE WHITE ON THE TOP LAYER WITH THE ART ON A SEPARATE LAYER BELOW.**



Pantone 100U

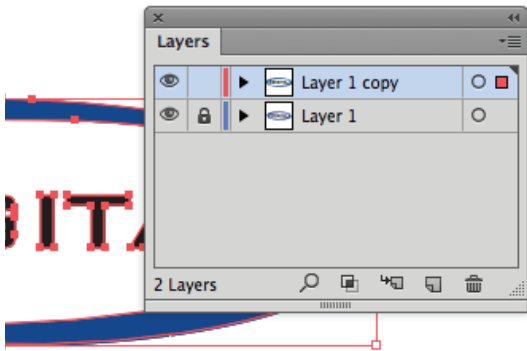


# TRAPPING & OVERPRINT - VECTOR

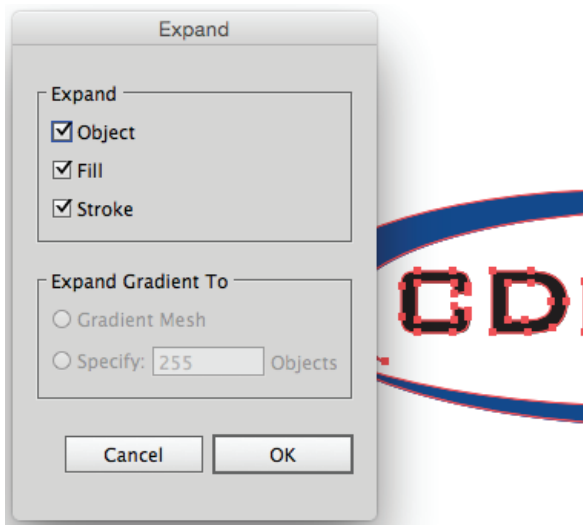
Print ready files submitted to Shurhold that have a white overprint should include a 0.5 pt trap to eliminate any registration anomalies on press. The instructions below show how to create a trap and set the overprint in Adobe Illustrator®. There may be additional steps required to produce a print ready file but this guide should show you the basics.

A trap is required when art provided does not have a white outline. This ensures the white will not “peek” out from under the print area which is most visible on colored or dark products.

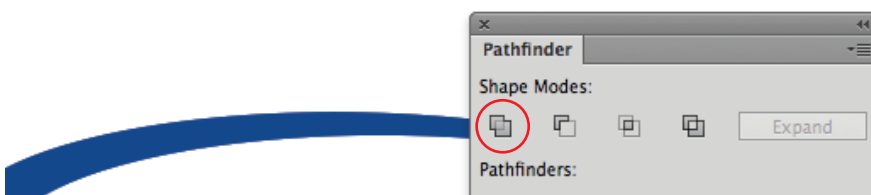
1. Create a duplicate layer with all artwork and lock the original artwork layer.



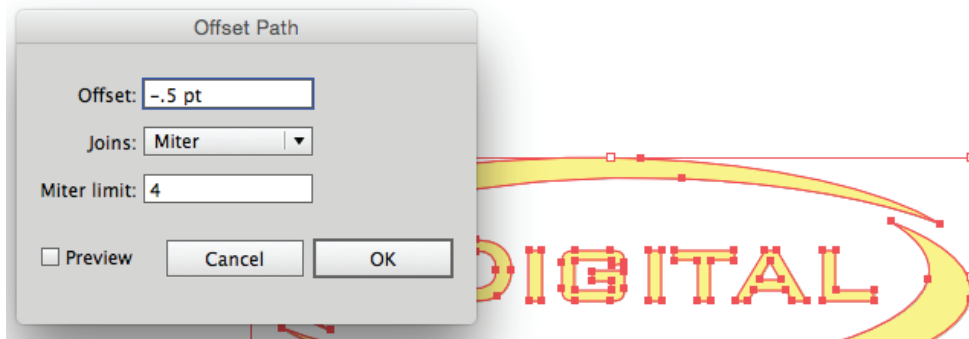
2. Select all art with cursor or use keystroke CMD+A (mac) or CTRL+A (PC)
3. Under the Object menu select expand. In the expand dialogue box check both FILL and Stroke and select OK. If the art does not have a stroke proceed to step 4.



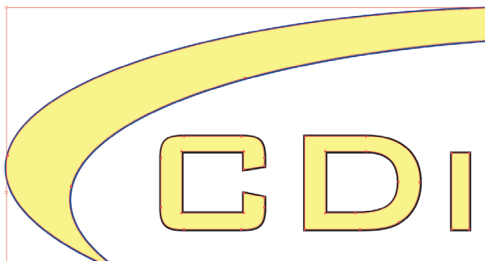
4. In the pathfinder palette (Window>Pathfinder or CMD+Shift+F9 (mac) or CMD+Shift+F9 (PC) select the Unite Shapes action button.



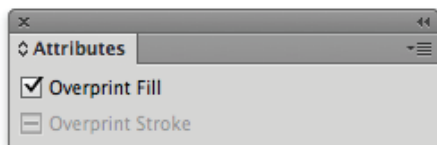
- Once the shapes are united into one, convert all art on the duplicate layer to Pantone 100U.
- Ensure all art is selected after color conversion, CMD+A (mac) or CTRL+A (PC), and select Object>Path>Offset Path... in the menu bar.
- In the Offset Path dialog box, set the Offset to -0.5 pt and select OK. This automatically creates a new shape that is -0.5 pt smaller than the original artwork.



- After clicking OK, immediately perform keyboard command CMD+X (mac) or CTRL+X (PC) or select cut under Edit>Cut in the menu bar. This copies the newly created shape.
- After completing Step 8. Select all art with cursor or use keystroke CMD+A (mac) or CTRL+A (PC) and delete all art on this layer. This will now clear your duplicate layer of any art elements and prep it for Step 10.
- Once the artboard is clear, paste in place the offset art that was cut earlier. To do this select Edit>Paste in Place or use the keyboard shortcut CMD+Shift+Option+V (mac) or CTRL+Shift+Option+V (PC). You should now see a slight color edge peeking out from behind the white.



- At this point an overprint needs to be set. To do this the Overprint Fill check box needs to be checked in the attributes palette. To access this palette, select Window>Attributes or use the Keyboard shortcut CMD+F11 (mac) or CTRL+F11 (PC).



- To finish the art to send to Shurhold, convert the document color mode to CMYK if it is not already.
- Once this is complete save the file as a PDF, AI or EPS file and send to Shurhold.

# TRAPPING & OVERPRINT - RASTER

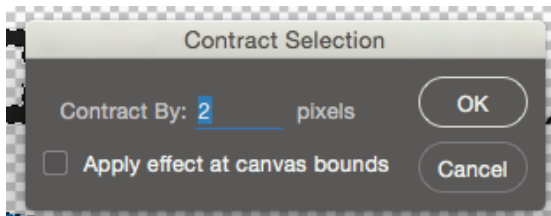
There are times when a vector file is unavailable and a raster image must be used for production. To submit print ready file from raster images, please use the guide below.

1. To get started, please size the image file to final dimensions. Ideally there should be a .125" extra space on each side of the artwork. The artwork needs to be at least 300dpi and in the CMYK color space.
2. Save this file as a TIFF (.tif) and import into Illustrator®. Once placed on the first layer, please lock this layer and create a new layer for the white overprint.



3. Returning to Photoshop, the white underprint now needs to be created. Select all pixel data if there is transparent background by Command+clicking (Ctrl+click) on the layer preview thumbnail.

5. Once pixel data is selected, under the menu, choose Select>Modify>Contract and reduce the selection by 2 pixels.

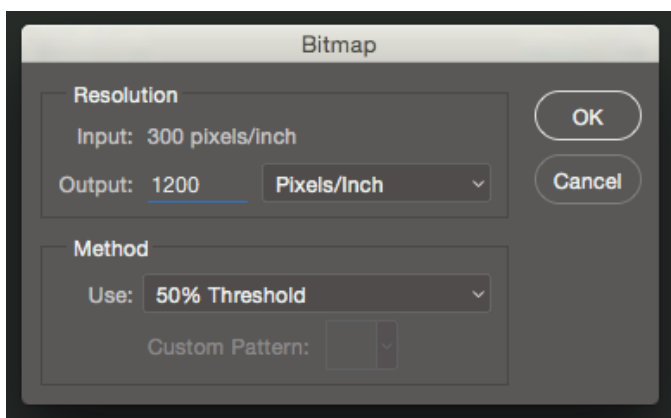


6. Once the selection is reduced, fill the selection with black and invert the selection, (Cmd+Shift+I or Ctr+Shift+I on PC).

7. Once the selection is inverted, fill this with white. Your final image will now be black and white only.

8. Convert the image to Greyscale (Image>Mode>Greyscale) and select yes to remove all color data from the document.

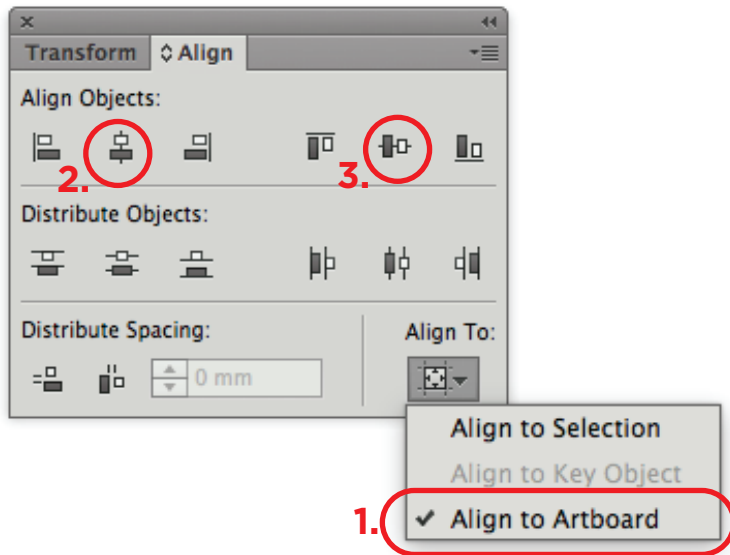
9. The image now needs to be converted to a bitmap. Select Image>Mode>Bitmap and apply the setting below of 1200 px/in and 50% Threshold.



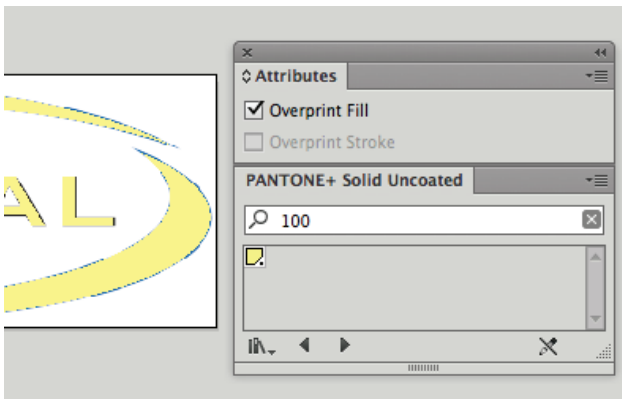
10. Once the image is converted, save as a TIFF (.tiff) using a different file name.

11. Returning to Illustrator, import this newly created file on the new layer created earlier.

12. Unlock the initial art layer and select both place images. In the center allight pallet (1.) select align to artboard and then (2.) select horizontal center align and (3.) vertictical center align.



13. Once images are aligned to the center artboard, lock the art layer and select the bitmap image only. This will now allow to convert to 100U and set the overprint for the bitmap image.



14. The file can now be saves as an EPS file and submitted to Shurhold for production.