




BEST PRACTICES FOR ARTWORK PREPARATION

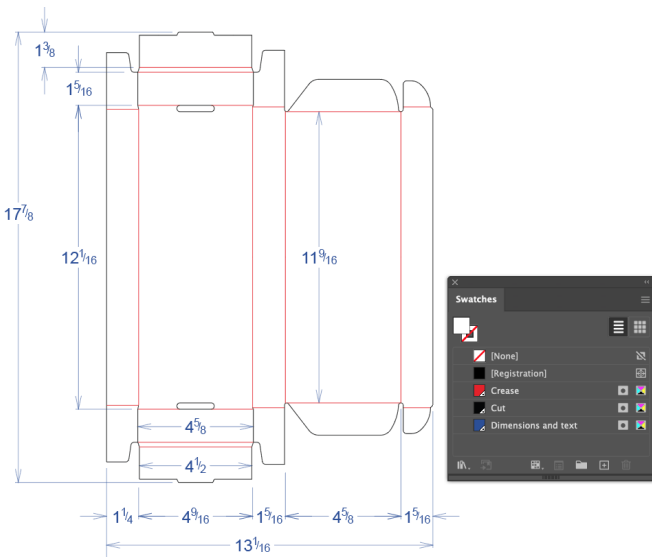
Recommended File Formats

We accept the following file formats:

-  **.ai** - Adobe Illustrator (preferred, must include placed images and fonts)
-  **.eps** - Encapsulated Postscript
-  **.pdf** - Portable Document Format (Workable, high resolution)

Dieline / Template

Our dielines are formatted with specific color, structure and orientation details and must not be altered.



Do not flattened art with dielines. The dielines must remain on separate layers as provided.

Fonts

Please supply all fonts used or outline fonts prior to sending. Proofread all text carefully. We recommend outling all fonts and will not be financially responsible for correcting client supplied typos.

Minimum text size for positive text: 6 pt*

Minimum text size for reverse text: 8 pt*

* Point size may need to be larger or bolder based on chosen fonts. If font is intricate or on the thin side, you might consider a larger font size or increasing the boldness.

Line Widths:

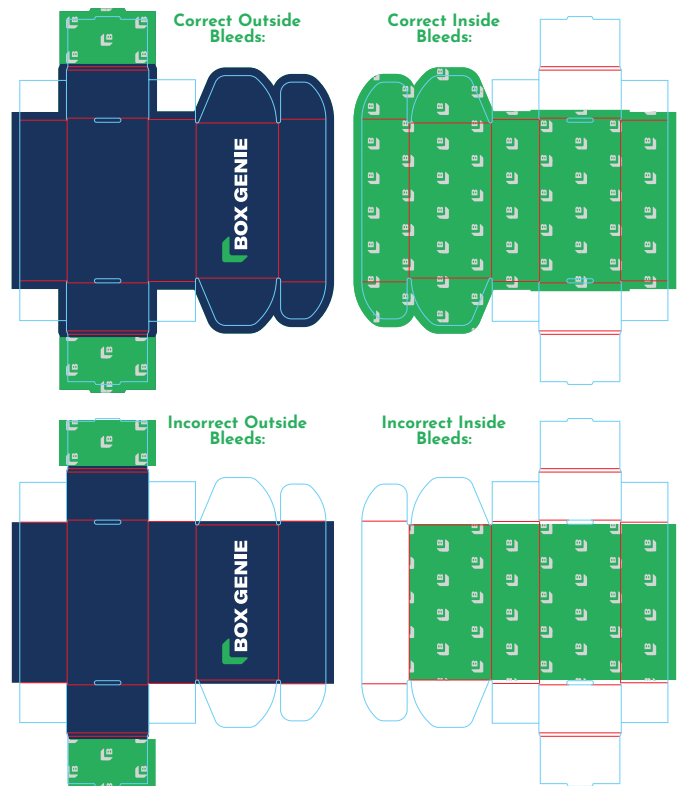
Minimum thickness for positive lines: 0.5 pt

Minimum thickness for reverse lines: 0.75 pt

Bleeds

A bleed is printing that extends past the dieline. It is used to ensure that the graphics or color consistently runs all the way to all edges of the printed piece.

We recommend **0.25"** (1/4") minimum bleed on all edges and glue flaps. Margins, rule outlines, and copy need to be a minimum of **0.125"** (1/8") away from all cut and score lines.



ARTWORK PREPARATION

Color

RGB VS CMYK

All art files should be converted to CMYK. Our digital printers reproduce color using **C**yan, **M**agenta, **Y**ellow and **B**lack ink.

RGB images and graphics will be converted to CMYK which could greatly affect the color of print. Please note that PMS colors will also convert CMYK to the closest equivalent values.

BLACK Rich **DENSE** **BLACK**

To create a dense, rich black, we recommend values to be no greater than: 50% cyan (C), 40% magenta (M), 40% yellow (Y) and 100% black (K).

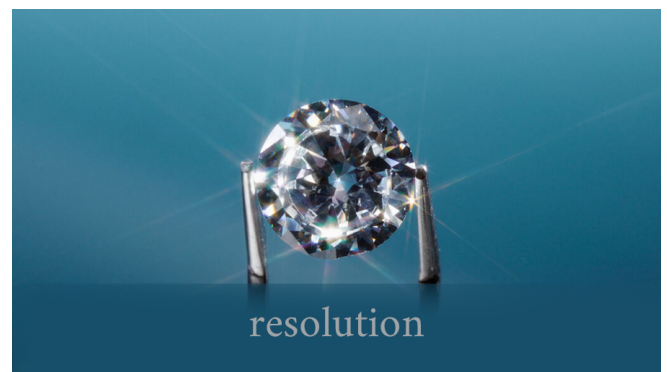
100% black is recommended for all small text.

UPC & QR code placement

UPC and QR codes should be created as vector art, not as an image file. UPC codes should not be sized below 1/2 inch in height, QR codes should be no smaller than 3/4 inch and print positive format, not reverse in surrounding background color. All codes should be assigned 100% of a dark color for best readability.

Graphics

For best results, all artwork and images should be placed at **100%** with a resolution of no less than **300 DPI**. Submitting artwork with a resolution that is less than 300 DPI will result in noticeably lower quality print.



High – Fine Detail & Definition



Low – Lacks Detail & Definition

Flatten all transparencies for printing. Not doing so could create unexpected results when printed.

