
Applications

Adobe Creative Suite CC

- Illustrator
- InDesign

Supporting Applications

- Photoshop CC
- Esko

Accepted Artwork Formats:

Text and Line Art Images - Illustrator

- Artwork should be created in layers for easy manipulation (Do not lock or flatten layers)
- All parts of vector line art should be referenced to a Pantone colour.
- All fonts used in artwork should be provided. Otherwise convert type to vector line art.

Pictures and Process Images - Photoshop

- Minimum image resolution - 300 dpi
- TIFF or EPS format (Note: TIFF's created from JPEG's are not acceptable)
- Artwork should be created with layers active (Do not lock or flatten layers)
- Four colour images must be in CMYK format not RGB.

Fonts

- All fonts used in artwork should be provided. Otherwise convert type to vector line art.
- Text should be 4 points or greater
- Inverted text should be 6 points or greater to avoid fill in.
- Use bold and/or non-serifed fonts when using small or reverse type (under 12 point) to provide better print quality.
- Four colour process text should be non-serifed and greater than 12 point. Note: Best results are obtained with solid text.

Specifications (Minimum Values):

- Pictures, process images and line art screens should not be less than 3%.
- Text screens should not be less than 70%.
- Serifs and fonts under 10 point should be avoided when using screened text.
- All plates are output at 150 to 175 LPI.
- Line thickness must be 0.006 inches minimum. (0.50 point)

UPC and GS1 Bar Codes

The minimum size we recommend using for UPC barcodes is 80%. Bar with reduction is 0.0025". We also recommend not using fonts for barcodes; we can generate a high quality barcode for most formats.

Proofs

- All proofs will be sent via email as a .pdf.
- On jobs where colour matching is important, a hard copy will be provided for a signed approval.