

WEB FLEXOGRAPHY

THERMAL TRANSFER

FOIL STAMPING

PLATE MAKING

DESIGN

PRE-PRESS

ELECTRONIC ARTWORK GUIDELINES

PLEASE INCLUDE WITH ARTWORK:

Company Name
Person to contact
Phone Number

The Basics

MAC SOFTWARE COMPATIBILITY — The preferred file formats are Adobe Illustrator, Adobe InDesign Photoshop. Freehand may be used if saved as an .ai file with all fonts converted to outlines. PC files are accepted only in Illustrator and Freehand (as an .ai), and Photoshop if saved in mac format. Please include all linked files. PSD with layers are always required when sending Photoshop files. We use Adobe CS5. We do not accept Quark Files. Please save Quark files as .eps and resave in Illustrator with images included. Please outline all fonts.

ACCEPTED FILE TRANSFER — We can accept file transfers through FTP, please call or e-mail us for instructions.

FLEXOGRAPHIC PRINT REQUIREMENTS — In order for your label to print to your expectations, we recommend following the print parameters listed below.

Type — 4.5 pt. minimum. Avoid fine reverse type (i.e. serif fonts). Avoid 4 color process on type less than 12 pts.

NOTE: We recommend Sanserif fonts for small type (4.5 - 7pt). Reverse type should be no less than 9 pts. when using a serif font, (i.e. Times).

Fonts — All Screen and Printer Fonts used in your document need to be collected and submitted.

Original Art Scans — Please include placed graphics and photographs on your disk. Scan resolutions should be a minimum of 300 dpi at final scale.

Image Area — Maintain 1/16 inch margin from dieline for all art, unless it is an intentional bleed.

Bleed — Standard 1/16 inch minimum beyond the dieline or cropmarks.

Color Separations — Before sending your disk to us for output, please insure that you print out ALL separations to your laser and check that each separation shows the intended art.

Screens/Tints/Gradients — Screens may range from 100% to a minimum of 4%. Any values that run below 4% may not reproduce correctly and will deteriorate the quality of your print job.

Lines/Rules — Minimum setting .5 pt. When printing reverse lines/rules .75 pt is the minimum recommended.

Color Specifications — Specify required PMS numbers on spot color artwork. DO NOT SEND FILES IN RGB. They will not separate properly and WILL result in unexpected results.

Label Dies — Be sure to contact one of our Customer Service representatives to be sure of the available die sizes and shapes which are stocked in-house. *NOTE: Custom dies can also be created for you. Prices vary.*

EXECUTIVE
Label
INCORPORATED

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SAVING A PDF — Acrobat®

A PDF of “Portable Document Format” is a file format that you can “save as” when using a Page Layout, Vector, or a Raster Program. Two reasons you would use this format is to reduce file size and to eliminate cross-platform issues.

Whether you choose to create a PDF by using Acrobat® Distiller® or by exporting a PDF from your favorite software application, the following guidelines should be adhered to:

Embed ALL Fonts — This will insure that your artwork will output successfully to a film imagesetter, and by embedding all fonts you do not need to supply them with your file.

Embed Spot Colors — Unless submitting artwork to be reproduced as a process color label.

Graphic Program Specifics

PAGE LAYOUT — Adobe InDesign®

A Page Layout Program is most often used to composite or link multiple pieces of artwork together into one document. Text is then added to complete the final label.

Links — Since Page Layout programs “link” to other data, these graphic elements will need to be submitted in order to output successfully. The Page Layout Program refers to the information in these links to print the final label at a high resolution.

VECTOR — Illustrator® / Freehand® / Adobe InDesign®

Artwork created in a Vector Program is resolution independent, meaning that it can be enlarged by any percentage and still output successfully. If at all possible, we recommend creating your artwork in a Vector program.

Links — Do not embed links when submitting art work. Submit all lined images along with your file.

Convert fonts to curves — This converts font data into a graphic element which will eliminate the need for you to collect and submit fonts.

Spot Colors — Utilize the Pantone® Matching System to identify spot color names. (i.e. PMS 203 instead of Bubblegum)

Transparencies — Transparencies may be used in Adobe Illustrator or Adobe InDesign files.

Note: We do not support native Corel Draw files, but we can accept Corel Draw files saved as an .eps with all text converted to outlines. Make sure to submit all linked images that are used in the file as well.

RASTER — Photoshop®

Artwork created in a Raster Program is resolution dependent, meaning that it will not enlarge successfully; therefore, you will have to create artwork to the final output size. Try to use vector based type whenever possible due to movement in the flexo process.

CMYK — Please be sure that all your artwork is saved in CMYK color mode. Also referred to as 4 color process.

Grayscale — Grayscale mode is used when reproducing a photographic image as a spot color label. This mode will contain 256 levels of shading, allowing for contrast to be visible in the artwork. Resolution should be set at 300 ppi.

Bitmap — Bitmap mode is used when reproducing line art or artwork that requires only the shade of a 100% color. Resolution should be set at 600 ppi.

Duotones — Flexographic printing utilizes inks that are not opaque. It is not recommended for this reason.

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