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Artwork Guidelines for Digital Printing

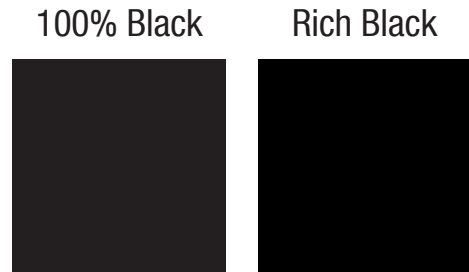
Digital Artwork Guidelines

File Format

We prefer our artwork to be in a native Adobe Illustrator (AI) file. This will allow us to set up your artwork in the best possible way. However, we will still accept any vector format. This includes PDF, esp, SVG, or InDesign. Files that are not acceptable are image files: Photoshop (PSD), png and jpeg.

100% Black vs Rich Black

When printing on film it is always best to set your blacks to 100% Black (K) vs a “rich black”. This is because the film does not soak up the ink. Once your ink passes the coverage threshold the ink will begin to smear. If you were to use “rich black”, you would want to use the following percentages, 60% Cyan / 40% Magenta / 40% Yellow / 100% Black.

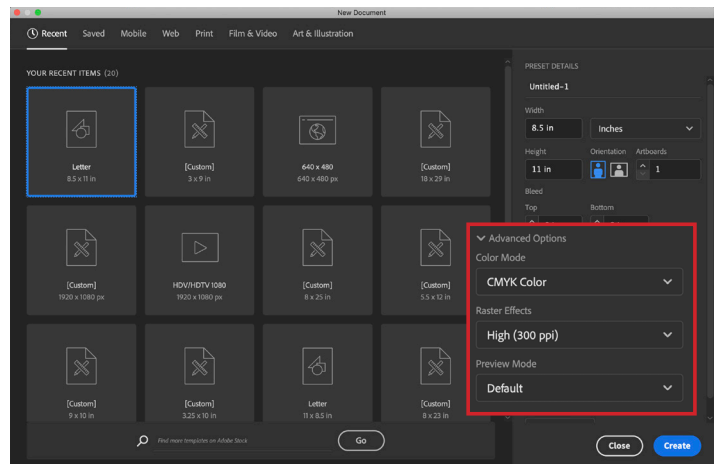


Digital Printing

We require CMYK as well as the use of PMS colors. Our digital press can run up to 7 colors and some spot colors.

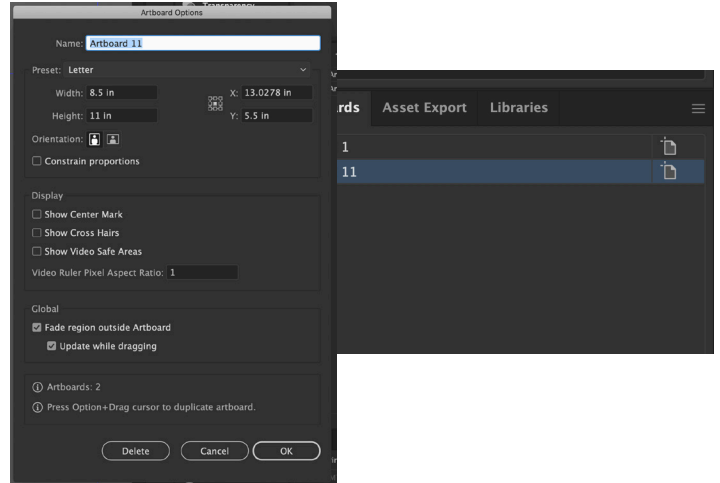
From the new file window, click on Advance Options > Color Mode > CMYK.

If you are working on a file, go to File> Document Color Mode > CMYK Color.

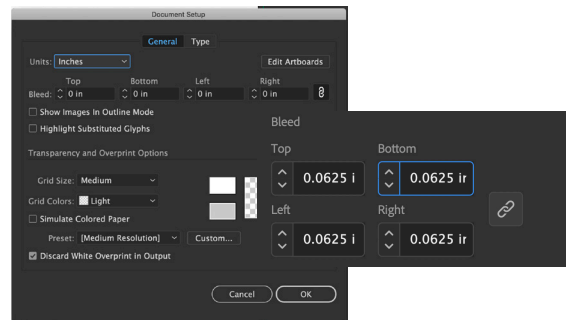


Artboard

- First, you will set your artboard to the size of the product. We can always send a dieline if needed after the PO is placed. You can set your dimensions 1 of 2 ways. The 1st way is when you create a new file, input the size into the width and height input fields. The next way is from the artboard window on the left panel. If you dont see the artboard widow, you can open it by going to Window > Artboard. Next click on the artboard icon on the left. This will open the options panel. From there input your dimensions and click OK.



Next set your bleeds to 1/16th of inch (0.0625). You can set these up from the new creation window, or go to File > Document Setup and input the bleeds and click OK.

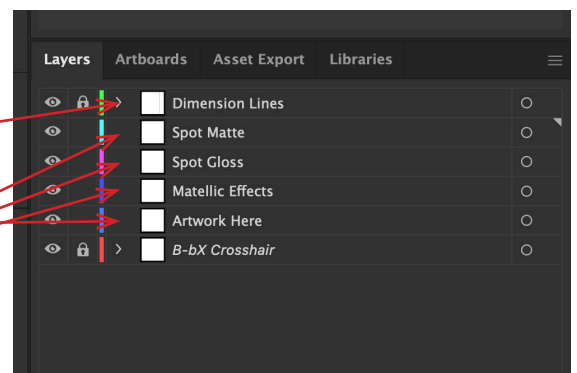


- When setting up the layers, you should have anywhere between 2 and 6 layers.

The top layer should be your template, and the next layer should be the print.

All other layers should be used for any type of effect, like metallics, spot gloss/matte, and raised tactile.

You can adjust the layer order to how you best need, but the template or dimension lines needs to stay at the top.



Color Names:

Varnish
White
Foil
Material

Spot Color Build

1% Cyan / 11% Yellow
25% Cyan / 33 % Magenta / 3% Yellow
30% Black or Pantone 185 c
40% Black or Pantone 877 c

Final File Prep

Once you have finished the artwork, you will need to make some final preparations to the file.

- First, save a new file and add “outlined” to the end of the name. This is so you do not destroy the original file.
- Next, select All (cmd-A Mac / ctl-A PC) and then outline line all fonts in the artwork. (Shift Cmd o - Mac / Shift Ctl o - PC).
- Next, make sure all links, like images, have been embedded into the file. You can do this one of two ways. The first is selecting each image one at a time and then clicking embed at the top of the screen.

The second is going to the links panel in the left set of panels. If you do not see the panel, you can find it by going to Window > Links. All images that are not embedded will have no icon, select all that are not embedded, click on the menu button in the panel and then click Embed Image(s).

