Press-Ready Artwork Guidelines

For Production on the Digital Press

File Format
- All press-ready files must be submitted in PDF/AI file format.
    - PDF-compatible Adobe Illustrator (AI) files are preferred.
- As much as possible, use vector-based artwork to ensure highest quality.
- *Use the package feature in Illustrator when sending native files, include fonts and links. Fonts can be outlined, but we will need live fonts to make and future edits.*

Color
- Please submit all files in CMYK color space.
    - Files with RGB objects or images will be converted to CMYK color space; once converted, the color of the converted file will sometimes differ greatly from the original RGB file.
- If using Pantone/PMS spot color targets, please ensure that the colors are named properly to ensure they are linked to the PANTONE+ Coated library.
    - Examples of correct naming:
        - PANTONE 485 C
        - PANTONE Rubine Red C
    - Examples of incorrect naming:
        - PMS 485
        - 281 Blue
        - PANTONE 485 CP
- For best results when using black:
    - Use rich black for large, solid black areas.
        - Examples of rich black 4-color build:
            - 50% Cyan/40% Magenta/40% Yellow/100% Black
        - Do not exceed 300% ink coverage.
    - Use solid 100% black for thin areas, including text, barcodes, and logos. Name the black "DeviceBlack" as a spot color.

Page Boxes
- Artwork should be centered vertically and horizontally on the page.
- Trim box should be set to the edges of the die cut.
    - If using Adobe Illustrator, set the artboard to be this size.
- All digital files must include bleed that extends 1/16" outside of the die/cut lines.
- Bleed box should be set to the outer edges of the bleed.
- Artwork must be kept 1/16" away from all die/cut lines.
    - Artwork elements may be placed in this keep-away zone only if they bleed at least 1/16" outside of the dieline.
    - Label borders must be at least 1/16" thick.

Images

- When using images, please ensure they are high resolution (300 ppi or greater - effective resolution as shown in Illustrator), and CMYK or Grayscale.
- Avoid using images larger than 1200 ppi (max. printer resolution is 1200 dpi).

Special Separations

- If white ink is required, it must be included as a spot color named "Spot White" (case sensitive).
    - The white separation should be placed behind the artwork, on its own layer, and with the artwork layer in front set to "Darken" blend mode.
- If a varnish plate is required, it must be included as a spot color named "Varnish Plate" (case sensitive).
    - The varnish separation should be placed on top of the artwork, on its own layer, and should be set to overprint or "Darken" blend mode.
- If die/cut lines or sheet lines are included they must be named "Dieline" or "Sheet" (case sensitive) as a spot color, and must be set to overprint on top of the artwork. Dielines should be on their own layers and set to overprint
    - A "Dieline" separation is required for any special cutting shape (anything other than an ellipse, a rounded-cornered rectangle, or a square-cornered rectangle (sheets and continuous rolls are considered square-cornered rectangles)).

Variable Data

- Include all variable data in spreadsheet format (XLS, XLSX, CSV, or tab-delimited TXT).
    - First row is column headers.
    - Keep data categories in separate columns.
    - Keep data sets/records in separate rows.
    - For UPC barcodes, the last/check digit does not need to be supplied.
- Please include placeholders in the artwork file to assist with placement of variable data (Called out as "FPO").