



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)).

Metallic / Clear Substrates

- If art will be printed on a Metallic Substrate, graphics must specify that the substrate is metallic.
 - Graphics must indicate which areas print metallic and which parts of the art print 'opaque' (white behind print to block metallic effect).
 - Metallic print should be called out on its own print layer (like a PMS color) as it's expected to print. Call out silver, gold, or build as a PMS color if not standard silver or gold.
 - No gradients or highlights should be used to create the metallic print if the metallic print is a flat color.
 - If the metallic print has shading effects, the screens should be called out on a black layer – not the metallic layer.
 - Relm West will build a white layer with trapping/keep away to accommodate areas not designated as metallic if the white layer is not provided.
 - Relm West's proof will include the print layer and a white layer. The substrate will be called out per the proof header. Check proof content carefully to ensure the metallic effect is set up to expectations.



- If art will be printed on a Clear Substrate, graphics must specify that the substrate is clear.
 - Graphics must indicate which areas remain clear and which parts print 'opaque' (white behind print to block clear effect, not translucent).
 - Clear areas should be called out on its own print layer (like a PMS color) as its expected to print.
 - Note PMS colors printing on clear substrates are inherently translucent if white is not printed behind the color.
 - Relm West will build a white layer with trapping/keep away to accommodate areas not designated as clear if the white layer is not provided.
 - Relm West's proof will include the print layer and a white layer. The substrate will be called out per the proof header. Check proof content carefully to ensure the clear non-printing area and any translucent PMS colors are set up to expectations.

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").

Files may be submitted via the following media or transfer methods:

Compress all files (Stuffed or Zipped) before submitting.

- **Web/Links**
 - Examples include Dropbox, WeTransfer, Google Drive, Etc
 - Submit through <http://www.Relmwest.com> under the [Contact Us Page](#) or [Request a Quote](#)
 - Files up to 5mb in size can be emailed to customersvc@relmwest.com
- **Media**
 - CD, CD-R, CD-RW, DVD-R
 - External Hard drive / Flash Drive