



Press-Ready Artwork Guidelines

File Format

- JPG/PNGs are accepted, but do not print at the highest quality.
- High-quality files are best submitted in PDF/AI file format.
- As much as possible, use vector-based artwork to ensure the 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 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	Examples of Incorrect Naming
PANTONE 485 C	PMS 485
PANTONE Rubine Red C	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.
 - Not using rich black in solid areas can result in gray tones, “lines” of missing ink, and general dull-looking art.
 - Use solid 100% black for thin areas, including text, barcodes, and logos.
 - Using rich black for thin areas will result in misregistration, where you may see other colors around the thin lines.

Page Boxes

- Artwork should be centered vertically and horizontally on the page.
- Trim box /Art Board should be set to the edges of the die cut.
- All 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.
 - 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).

Dielines

- If die/cut lines are included, they must be named “Dieline” 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.

Metallic / Clear Substrates

For Metallic Substrates:

- 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.
- We use silver metallic material. For gold appearance, please use a CMYK build to create the effect. We recommend C 5% M 36% Y 75% K 10% or using Pantone 871 C to simulate a nice gold color.
- If the metallic print has shading effects, the screens should be called out on a black layer.

For Clear Substrates:

- 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 their own print layer (like a PMS color) as it's expected to print. White print swatch should be called “Spot White” (Case sensitive)
 - Note PMS & CMY colors printing on clear substrates are inherently translucent if white is not printed behind the color.