



## Guidelines for Submitting Artwork

### **FILE TYPES:**

We utilize state of the art equipment and software, including the latest Adobe CC applications integrated with an EskoArtwork PDF work flow. This means we are capable of receiving a wide variety of electronic file types and converting them to suit our parameters on press. Along with the electronic files, you should also supply us with colour hard copy or PDF file to ensure that our output matches your intended results.

*Note: You will be charged for changes that must be made to your files in order to meet our requirements.*

### **FONTS:**

- Supply all fonts used in the files for us to load when working on your job.
- Convert all text to outlines to ensure exact placement of all characters.

*Note: Due to copyright limitations, we advise that you use the second method (convert to outlines), though this makes it very difficult to edit should there be any revisions after the file has been submitted.*

- Postscript or OpenType fonts are preferred, but we are able to use other file formats, including TrueType.
- Ensure that all text is created in a vector drawing program (Adobe Illustrator) or page layout application (Indesign or QuarkXpress), and NOT in an image editing application (Adobe Photoshop).
- Typefaces with very fine serifs may require a 0.1pt stroke to improve their printability.

### **IMAGES:**

- Include all linked files, current and updated, that are placed in your artwork layout.
- All bitmap images, linked or embedded, must be supplied in CMYK format at a minimum of 300 ppi.
- In Photoshop, when you are converting from RGB to CMYK, use the North American Standard (SWOP Coated) setting at 20% dot gain.
- Provide an original layered Photoshop document whenever possible.

### **PRODUCTION:**

- Do not trap the artwork. Our art department will trap the job to our specifications.
- Include a minimum bleed of 1/16" outside the die cut area. This is particularly important when an image (a linked or embedded Photoshop file) bleeds off the edge of the label. Also, allow 1/16" type safe area inside the die line.
- Line weights (strokes) are to be a minimum of 0.007" or 0.5 pt for isolated elements (strokes on a separation that are not supported by surrounding text or graphics).

### **PROOFS:**

- We deliver artwork proofs via email, using PDF files for approval.
- We recommend using the latest version of Adobe Reader to view and print these files successfully.
- For information on colour match or digital proofs, please contact our sales department.