



ARTWORK SETUP & FILE SUBMISSION GUIDELINES

APPLICATION USED & VERSION:

- Adobe Illustrator (preferred)
- Adobe InDesign
- Adobe Photoshop
- Adobe Acrobat DC

FILE PACKAGING:

- Include all fonts (including fonts used in supporting files) or convert type to outlines.
- Include all supporting files (ex. layered Photoshop images).
- Package and compress all files before uploading to our FTP site.
- Final files supplied as one-up TIFFs or screened DCS2 files.

SUBMIT FILES:

- CL&D FTP (Name file as: customer name_item) - visit our website: CL&D GRAPHICS UPLOAD ARTWORK.

BAR CODE SPECIFICATIONS:

- CL&D Graphics reproduces each barcode to ensure it meets our standards of quality and scanability.
- UPC Standards: 85% minimum size | 100 micron BWR | 1/8" quiet zone | 3/8" minimum height.
- Barcodes are recommended to be printed in black. Barcode orientation can vary by package type.
- File supplied OR CL&D to create: Type of Barcode: _____ Numbers: _____



Example of 100%



Example of 85%



100% process color (cyan for example)



spot color gradient with minimum 2% dot at lightest end



spot color gradient darken (over-printing) over process color

GRADIENTS:

- Process color and spot color gradients are built using separate elements utilizing the Effect Menu: darken (over-print).

LAYOUT:

- Text minimums: Positive Printing: 4 point | Reverse Printing: 4 point & bold
- Line minimums: Positive Printing: .4 point | Reverse Printing: .5 point
- Set Document Raster Settings to High (300 ppi).
- Remove stray points
- Ensure white is not set to overprint
- Ensure PMS colors are not set to 0%

COLOR & SWATCHES:

- Four color process printing should be limited to use in images.
- Note: Pantone® colors are used for the most accurate color matching.
- Swatches pallet should consist of Pantone® Solid Coated Library.

TRAPPING:

- Use keylines to avoid color variations due to web movement with a 2.88 point stroke.
- Trap Size: Minimum = .007" Standard = .01" Maximum = .014"

PHOTOSHOP IMAGES:

- All images are a minimum of 300 dpi.
 - All images are CMYK, Grayscale, or Duotone.
 - Maintain layers in all Photoshop images when applicable.
 - FPO's are clearly marked.
 - Include clipping paths in Photoshop when the paths for four-color process or Photoshop images are used in trapping and screening.
- Note: Whenever possible, create drop shadows, glows, etc. in Illustrator.

Keyline + **Keyline** = **Keyline**
text 2.88 point stroke text on top of 2.88 point stroke

BUILDING BRANDS THROUGH PACKAGING