

# 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).
- Final files supplied as one-up TIFFs or screened DCS2 files.
- Package and compress all files before uploading to our FTP site.

# **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 <u>OR</u> CL&D to create: Type of Barcode: \_\_\_\_\_\_



Example of 100%

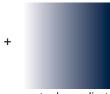


Example of 85%



Numbers: \_

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.

# BUILDING BRANDS THROUGH PACKAGING

Keyline +