

# Artwork Guidelines



## Application Support

Flex Pre-Press can accept just about any file format created with Macintosh or Windows software. However, in order to provide the most cost-effective service, we prefer all artwork to be submitted in *Adobe Illustrator* format.

## Flexographic Artwork Guidelines

The following general flexographic artwork specifications are based on the capabilities of digital photopolymer printing plates. Each printing press has unique print characteristics. Please consult your printer for more specific details.

### Text Minimums

- Positive type: 4 point bold / 5 point regular
- Reversed-out type: 6 point bold / 7 point regular

### Trademarks / Register ® / Circle ©

- Minimum positive type / 5 point regular
- Minimum reverse type / 5 point bold

### Line Weight Minimums (non-trapping)

- Positive rule .5 point (.007")
- Reverse rule .75 point (.010")

### Line Weight Minimums (trapping)

- Positive rule 1.75 point (.024")

### Barcodes

- Color: Darkest color, black preferred
- Print Direction: Parallel to web
- Standard Size: 100% (most printers will not guarantee scanability under 100%)
- Quiet Zone: 1/8" clear area in scan direction

### Eyepots

- Color: Black over white preferred
- Position from web: Usually 1/16" to 1/8" from edge
- Position from cutoff: Usually centered on or between the cutoff
- Size: Varies, typically .25" x .75" with rollstock
- Channel Width: Same as width of eyepot
- Channel Color: Usually white
- Channel Restrictions: Channel to be free and clear of all graphics and text

### Plate Breaks (plate breaks are required for all flexographic flat plates)

- Standard size: 1/8"
- Incorporate a clear space on the top and bottom of package no less than 1/16" to accommodate plate break.

## General Artwork Guidelines

### Inks/Colors

- Limit inks/colors to the capabilities of your printer (usually 6 to 10).
- Clearly identify all spot inks from colors made up of process inks.
- When white ink is required, be sure to use a separate layer labeled “white,” and define a spot ink called “white.” This layer should be used to represent all areas that print white.
- Spot color gradients should have a 2% minimum dot (for flexo) and must not have multiple inks defined within the gradient slider. Gradients that must contain multiple spot colors should be created as separate overprinting objects.

### Substrate

- When printing on a transparent substrate, create a spot ink labeled “clear.” Use this color to define all areas that will be transparent.
- When printing on a metallized or foil substrate, create a spot ink labeled “foil.” Use this color to define all areas that will be exposed foil.

### Layers

- Maintain separate layers for the dieline, substrate, artwork, and white ink.

### Linked/Embedded Images

- Supply all images as layered Photoshop files in CMYK color space with any necessary spot color channels. Store within a folder labeled “Support Files.”
- Scale all images in Photoshop and place at 100%.
- Set minimum dot to 2% (for flexo—any areas set below 2% may not print cleanly)
- Image resolution should be 2 to 2.5 times greater than the line screen it will be reproduced at. For example, a 300 dpi image can be reproduced up to 150 line screen.

## Artwork Submission

- Include all placed and embedded images and graphics within a folder labeled “Support Files.”
- Include all fonts (even those contained within placed graphics or images) within a folder labeled “Fonts.”
- When submitting artwork in PDF format, be sure to use Adobe’s *High Quality Print* (or similar) *Acrobat Distiller* setting to preserve all ink information and image quality.
- Provide a hard-copy proof of artwork when possible, or a PDF with embedded fonts can be used as a substitute.
- Provide a color target for artwork with critical color.
- Artwork can be sent to us on CD/DVD or transferred electronically via email to [cs@flexprepress.com](mailto:cs@flexprepress.com).
- Larger files can be submitted via FTP or MassTransit. For more details, visit our Contact page at [www.flexprepress.com/contact.html](http://www.flexprepress.com/contact.html)