

# Electronic File Guide



Check List

## 1 Essential Information:

### Accepted Programs:

- Mac QuarkXPress
- Mac FreeHand
- Mac Illustrator
- Mac InDesign
- Mac/IBM Photoshop
- IBM CorelDRAW
- Mac/IBM Pagemaker

Vector artwork (ie. artwork created using strokes and fills) is needed as it is easily editable and can be resized without compromising image clarity. All graphics that are not vector should be supplied at 600 dpi(optimum) or 300 dpi(minimum) and sized at 100%.

### Imported Artwork:

We need ALL your artwork! For instance: If you create a picture in Adobe Illustrator or scan one in Photoshop, and then use it in your QuarkXPress layout; save it as EPS and send it along. "Collect for Output" will do all this automatically. Quality Photoshop artwork should be created at 300 dpi minimum 600 dpi preferred.

**Fonts:** We carry the Adobe & Corel Font Libraries. Either convert all text to paths and group OR send all **Screen and Printer** fonts used. If you use fonts other than those listed on the inside front page of our catalog, please send them. When we complete your order, we will remove them from our system.

**Colors:** Spot color labels should be provided as a composite, not as separations, **NOT** in RGB or CMYK. Additional charges may occur if spot color separations have to be created from artwork that was sent in as CMYK or RGB. When assigning colors to your art and text, Please use Pantone® spot colors. Trapping will be done by Factory. 100% black solids overprint all colors. White should **NEVER** be set to overprint. If a white backup is needed on clear stocks, please be specific when indicating where the white is to be and whether or not it is to show on final label.

### Media & Accepted File Storage:

- E-mail • DVD • CD • ZIP • 3.5 Floppies
- FTP Transfer • Camera ready art (film or print)

### E-mail Requirements:

(fax a copy of expected output)  
PC files should be zipped and MAC files stuffed to preserve the original file extension, protect against file corruption and to dramatically reduce transmission time. Winzip and Stuffit utilities are available for download.

## 2 Flexographic Printing Specifications

1. Create your artwork within the size of the label, at 100% scaling and 600 dpi. (minimum 300 dpi)
2. Keep artwork 1/16" in from edge of label.
3. Extend bleeds 1/16" outside of the label.
4. Type must be at least 5 points. Reverse type must be bold, at least 7 points, and in a san serif font. Serif type may be used for reverse type 8 points or larger.
5. Minimum line rule - 0.5 point or .007 inches.
6. 2% minimum graduated screens. No graduations to 0%

## 3 Include a copy of this completed form with your label order to prevent delays

4-color Process Project? please complete separate 4-Color Process Electronic File Form

## Electronic File Checklist

4-color process??? Please complete a separate 4-Color Process Electronic File Form

Company Name \_\_\_\_\_  
 Contact: \_\_\_\_\_ Acct # \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone: area code ( ) \_\_\_\_\_ - \_\_\_\_\_

**File name:** \_\_\_\_\_  
 We carry the latest versions of the following application programs  
 Please check all that apply

### Mac/PC (IBM)

- QuarkXPress (include all graphics & fonts used)
- FreeHand (include all placed or linked images)
- Illustrator (black should be 100% black not a process mix.)
- InDesign (include all placed or linked images)
- PhotoShop (save files at a minimum of 300 dpi)
- CorelDRAW (PC only)
- Pagemaker (include all placed or linked images)
- EPS (Preferred!)  ai  tif  jpg  BMP
- Other \_\_\_\_\_
- PDF (Not recommended - we will only accept PDF files after we have verified that they are useable - we recommend EPS files instead)
- Camera Ready-  film or  print  
(Film or print samples with screens are not recommended)
- Other \_\_\_\_\_

### Nature of Order:

- New
- Reorder as before: previous invoice# \_\_\_\_\_
- Reorder with changes: previous invoice# \_\_\_\_\_  
(Please provide new art and detailed description of changes)

### Fonts enclosed: \_\_\_\_\_

----- IMPORTANT!!! -----

Enclose hard copy printout(s) of your product including a composite and separations where applicable.  
 Failure to include these items could result in a delay of your order!

- YES! I have enclosed a paper printout!
- YES! I have faxed a copy of the expected image output with my E-mail!
- YES! My files are provided as spot colors, not as four color process (avoid delays).

Customers should provide a jpeg, PDF or gif file to be used as their "Customer Supplied Electronic File Printout". If not provided, they can fax a printout of their expected image output as long as the fax is clear and legible. If the fax is too difficult to make out, the factory may suggest sending out a proof. Extensive reworking such as trapping, separations, or other fixes will be billed at \$15 per 15 minute increment with advance notice, when possible, and customer pre-approval.