

Please follow these guidelines carefully - they are provided to help ensure optimal flexographic printing results.

Type

- All fonts must be included with your job. Be sure to include both screen and printer fonts for Postscript fonts. True Type and Open Type fonts have only one file. (Please be aware that True Type fonts do not always print the same on every printer.)
- All ® and TM copy should be at least 1/16" in height.
- Positive copy should be no smaller than 6pt.
- Reverse copy should be no smaller than 7pt. in a bold typeface. Avoid thin serif typefaces, they tend to fill in when printed.
- Ingredient and distribution copy must be no less than 1/16" in height.
- In most cases, type reversing out of vignettes, screen areas made up of multiple colors, or intersecting colors should be outlined in a .72pt/.010 inch stroke of the darkest color to act as holding line. This will not eliminate trapping and registration problems, but does define the character edges.
- Avoid using the style buttons in the QuarkXpress measurement palette. Although the type appears correct in QuarkXpress, using the style buttons causes the type to be imaged improperly. Use the bold or italic versions of the font from the font list.

Transparency in Illustrator

- We recommend not sending files with transparency. Transparency is flattened for print output. This can alter colors and transparent objects in a way that can affect output quality. If the Illustrator file has any spot colors which are affected by the transparency, the file as a whole must not be flattened. Spot colors will convert to process color during the flattening process. Files supplied with transparencies will add to production time and cost.
- Common sources of transparency are: areas that have an opacity less than 100%; objects with blending modes other than "normal"; objects utilizing an opacity mask, dropshadow effect, feather effect, inner glow, or outer glow; and placed files with transparency.
- Removing Transparency by Exporting — All transparent effects need to be converted to individual images by exporting them into Photoshop and placing the image back into Illustrator. Be sure to use the desired output resolution when exporting an effect.
- Removing Transparency by Flattening — Flatten each effect in Illustrator. This creates an embedded image of the effect within the Illustrator file. Save a copy of the original file in case you need to edit the effect. Please include the original files with the job. Be sure to specify the Transparency Flattener resolution found in the Effect dropdown menu, under the "Document Raster Effects Settings..." selection. Flattened files are very difficult to work with and should be avoided.
- Removing Transparency by Overprinting — Calling out overprints in the Attributes palette often eliminates the need for transparency.

Supporting Files

- All supporting files for placed images or embedded images should be provided in a high resolution/working format (unsupplied embedded files increase processing time which, in turn, increases cost). The job process will be delayed if the supporting files are not provided.
- Process and Bitmap images should be placed at 100% and rotated in the program in which they were created. Working with placed files that are resized and/or rotated in a program other than which they were created, increases processing time and cost.

Color

- Include all process/PMS colors with the file.
- Remove all unused color from the file. Only the colors printing should be used in the art file and visible in the swatches palette.

UPC

- UPC's should be sized at 100% when possible. Absolute minimum UPC size is 80%, but this size is not recommended. The smallest recommended truncation size is 5/8" top to bottom. UPC bars should be oriented in machine direction and print in the darkest color.
- Refrain from making UPC's any shade of red, or any color that is closely related to red. Many scanners cannot detect reddish hues.

Miscellaneous

- Remove all unused elements and stray points from the file.
- The output resolution of a file should be set at 800 dpi (Attributes palette in Illustrator 8, Document Setup in Illustrator 10).
- Files with multiple items, set up files to share common elements and positioning.
- Clearly indicate on the file any areas of foil, clear or opaque substrate, or metallic ink.
- Positive strokes should be a minimum of .5pt/.007 inches.
- Reverse strokes should be a minimum of 1.44pt/.020 inches.
- Drop shadows should be no thinner than 1.44pt/.020 inches.
- Follow government specifications for all NLEA's and net weights.

Sending Files

- Provide a current printout and/or samples with the file.
- Supply all files needed including necessary fonts, linked images, and editable files.
- Include any special instructions if need be.

Questions

- If there are questions regarding the general guidelines please contact Customer Service at [414-421-8262](tel:414-421-8262).