

CMYK Bags

Set your document color mode to CMYK and not RGB.

All images must be setup in CMYK and not RGB.

Make sure the art files contain only what is needed to produce the bag and nothing else (delete unused colors and layers, hidden or extra objects, etc.).

Adobe InDesign or Illustrator are the preferred programs for setting up art files.

Always outline text to eliminate font issues.

Do not try to trap your files, it's better if we trap to our own specifications.

If your artwork was built in layers keep them, do not flatten or merge them.

Include all placed images (even if embedded) in case editing is necessary. If the placed images have been flattened into one layer, also include the original layered files to make any color corrections easier to do.

It is a good idea to try to keep an absolute minimum 7% dot in all Photoshop files.

Try to avoid setting type in Photoshop. Type will print sharper if you don't.

Avoid reversed type on images.

Any white type knocking out of a 4 color process background should have a black or spot color outline around it to keep the type edges clean, or should be overprinted.

Gradients should end at 7% instead of fading to zero.

Include a pdf of your work with all fonts outlined that we can use as a check against the files being sent.

Type: 6 pt. minimum for positive type and 8 pt. bold type for reverse. Try not to use serif, delicate script or very ornate type-faces for reverse type unless they are of a larger point size where the thinnest parts of the type comply with line weights shown below.

Line Weight: 0.5 pt. minimum for normal and reverse lines.

Small type and thin lines will not register properly in CMYK, all type below 6 pt. and lines below 0.5 pt will be made black.

All barcodes and QR Barcodes must be black.

Placed Images: Minimum resolution for all placed images is 300 dpi at final size. Do not embed placed images, instead include separate, unflattened (when possible) files in case color correction is necessary. Convert any text in Photoshop files to outlines. Bitmapped images that contain small text should be a minimum of 600 dpi

WHAT TO SEND:

By e-mail or the web: One native file w/outlined text, one pdf proof w/outlined text, all fonts associated with the job and all placed images contained within.

Supported Platforms: Macintosh is the standard platform but we can accept PC generated files in Illustrator and InDesign provided all text has been converted to outlines first.

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- Try to keep all text in basic colors that can be made using two of the CMYK colors, examples: Blue (C, M) Green (C, Y) Red (M, Y) or Black
- Avoid using 4 color Blacks or Grays.
- If possible, avoid using images with large amounts of white, feather effects, blurry backgrounds, or light backgrounds that fall below 7%

Bad



Good

