

# ADVERTISEMENT BAGS ART GUIDELINE

## **ELECTRONIC ART FILE GUIDELINE:**

Set your document color mode to CMYK.

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.

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.).

InDesign is the preferred software for setting up art files.

## **Fonts:**

Always outline text to eliminate font issues. When this is not possible, include all fonts.

**Type size:** 4 pt. minimum for positive type, 6 pt. bold font minimum for reverse type. Try not to use serif, delicate script or very ornate typefaces 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:** 0.25 pt. minimum for positive, 0.5 pt. for reverse rules.

Try to avoid setting type in Photoshop. Type will print sharper if you don't. If you must have type in photoshop and is reversed make sure to open it enough so it won't close on press.

**Placed Images:** Minimum resolution for all placed images is 300 dpi at final size. Do not embed them, 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. It is a good idea to try to keep a minimum dot to 5% or 7%t in all images or fountain fills to avoid "hard edges". Avoid using feather edges and drop shadow when possible \*\*\*

**Barcodes:** All barcodes must maintain a minimum .125" quiet zone in the scanned direction. We cannot guarantee verification of codes below 80% magnification.

**Layers:** 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.

Please keep the die line/Template on its own layer or remove it when sending/uploading your files.

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

All artwork that will be printed must have the correct Pantone color names (PANTONE ###C) applied in order to separate properly.

All artwork should be uploaded to our **ONLINE FOLDER**.

## WHAT TO UPLOAD:

Upload to **Online folder\*** (**Information below**) Native file w/outlined text, if sending native file w/live text include all fonts associated with the job, include one pdf file proof w/fonts outlined, and all placed images contained within.

Supported Software: Adobe InDesign is preferred, although Adobe illustrator is also accepted.

Fonts: If your application allows for it, convert all text to outlines. If this is not an option, make sure to include all fonts contained in your artwork (complete suitcases, screen and monitor fonts etc.). Avoid using "special fills" or other type options such as underscore, bold or italic as these will not convert when brought into another application for processing. Some glyphs (bullets, hyphens, degree symbols) in InDesign will disappear when converting to outlines so double check for any missing items before submitting final artwork.

<https://sso.secureserver.net/v1/login?app=files&realm=pass>

**USER NAME:** drugpackageinc

**PASSWORD:** drugpackage

Please keep a copy of your artwork since we do not keep records once is printed, artwork is deleted.

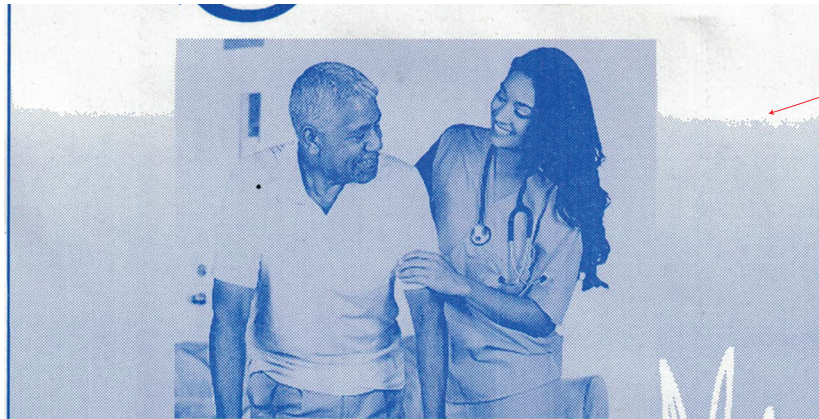
Files should be print ready, if changes are necessary, you will need to re-submit a new art file.

If artwork was already plated a plate fee will be assessed.

If you request our graphics department to make the changes, depending on the extent of the work needed, an artwork charge may be added to your order.



hard edges.



hard edges.



Monitor



Printed on flexo.

this is what will be the final product when using drop shadows.