



## Artwork Guidelines for Flexographic Printing and Digital Printing

### File Requirements for General Data

#### Type of file:

- We prefer vector art (Illustrator CS6, Adobe PDF, EPS ) with all imported graphics and fonts. **PC FORMAT**

**NOTE:** Any other files in other programs will be pre-flighted and discussed if they can be used as is or if adjustments are needed in order to work with or if they cannot be used at all. Additional artwork cost may be incurred.

- All fonts must be included in the file. To prevent conflicts, it is recommended to outline all fonts. Minimum 5 pt. type is requested, however font size is subject to change at customer requests with written consent to go smaller than what is GDC standard.

#### Images / Color printing capabilities:

- We can print 4/c process or spot. If there are large areas of solid color with similar color screens or gradients we may suggest separating them.

- Any imported images need to be embedded in the document.

All embedded images (EPS, JPG, TIFF, BMP, PSD) must be high resolution. We recommend 300dpi.

Anything less may result in poor quality. If JPEG compression is used, please set it to maximum quality.

All images must be assigned CMYK not RGB. (Note: Digital cameras save images as RGB. These images will need to be converted to CMYK before embedding.)

**NOTE:** Pantone colors will automatically convert to CMYK. There will be a shift in color.

#### File preparation for plates:

- Graphics and Type must not print closer than  $\frac{1}{32}$ " to the dieline unless it is bleeding beyond the edge of the label.

- Trapping will be done by our art/prepress personnel. Our standard trap for flexographic printing is dependent on the label be printing.

- Reverse rule thickness should be no less than 1 pt. Rule thickness (positive, not reversed) should be no less than .5 pt.

- Color requirements regarding what we can print are dependent on the press the job is running on.

- Bleeds .0625" (subject to change per label need)

- UPC code min. 80% magnification (recommended for a passing grade scan). Subject to change (approval needed)  
.002" Bar Width Reduction, Quiet zone no less than .125" on either side of bars.

#### Digital File Requirements:

- follow the same as listed above for submitting a file for digital printing. However with digital printing no trapping is required.

- Please also note that any Pantone colors assigned to the file will be converted to print CMYK and color will shift.



## **Submitting a file to General Data**

### **Email**

- file size can not exceed 6 MB. You may try to zip, or compress the file to make it smaller to email.

### **Hard copy files.**

- USB flash Drives, CD, DVD can be accessed.

### **FTP**

- General Data has an FTP for files to be placed and retrieved. Information for accessing our FTP will be emailed at the Sales persons request.