



# DIGITAL FILE REQUIREMENTS

## PREFERRED FILE FORMATS



- ADOBE ILLUSTRATOR**
1. Save as .AI or .PDF
  2. Ensure all images are embedded and all fonts are outlined. If you are unable to embed images and/or outline fonts, go to file → package to gather all resources used for submission.
  3. Make sure all raster effects are 300 dpi.



- ADOBE PHOTOSHOP**
1. Save as a CMYK .PSD
  2. Typesetting in Photoshop will create text that will appear fuzzy when printed. Please avoid typesetting in Photoshop.
  3. Ensure files are at least 300 dpi.
  4. TIFF files acceptable only at 300 dpi.



- ADOBE INDESIGN**
1. Save as .INDD or .IDML
  2. Ensure all images are embedded and all fonts are outlined. If you are unable to embed images and/or outline fonts, go to file → package to gather all resources used for submission.
  3. Make sure all raster effects are 300 dpi.
  4. Text effects tend to render differently outside of InDesign. Always rasterize these effects.



- ADOBE ACROBAT**
1. Ensure all images are embedded at 300 dpi.
  2. Remove/turn off all security options.

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- Other Programs to save PDFs
1. Affinity Designer
  2. Corel Draw
  3. Freehand

## UNACCEPTABLE FILE TYPES

These file types may be used as included images or as “building blocks” for creating art but are not acceptable as art submissions by themselves.

### IMAGE TYPES:

.JPG/.JPEG, .PNG, .GIF

### POWER POINT SLIDES:

.PPT

### WORD DOCUMENTS:

.DOC/.DOCX

### EXCEL SPREADSHEETS:

.XLS

## ARTWORK CONSIDERATIONS

### ON ALL ART FILES

- Resolution must be 300 dpi at actual size.
- Art should be submitted in CMYK, not RGB.
- Include .125” bleed past the trim or die line where necessary.
- Text and borders should be .125” away from the trim line.
- Text should be in vector format. Raster text will appear fuzzy.
- Text changes cannot be made to outlined text.
- Avoid providing black text that is built using CMYK. We prefer text to be 100% black.
- If artwork contains white opaque ink, please make sure the locations for white ink are clearly identified.

### FOIL STAMPING

- Text smaller than 7pt. may cause quality issues and should be avoided.
- Text dropped out of foil stamping should be 9pt. or larger.
- All foil areas should have a thickness of at least .008” and all voids should have an open area of at least .01”

### EMBOSSING/DEBOSSING

- Debossing is discouraged as it will most likely flatten out and cause issues with application.
- Embossed area should be at least .125” from the trim/die line.

### LARGE FORMAT

- Files provided should be a minimum of 150 dpi at actual size.

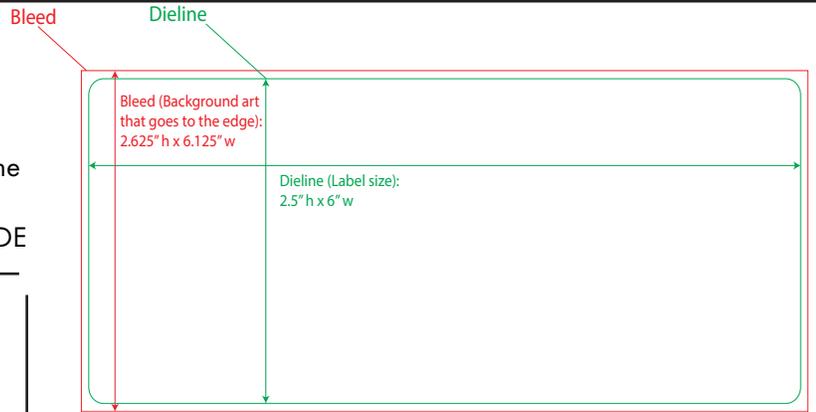
### FLEXOGRAPHY

- Text should be no smaller than 4pt.
- Text dropped out of solid areas should be no smaller than 6pt.
- Text built using 3 or more colors may fill in or appear blurry.
- Line weight should be no thinner than .5pt.
- Drop shadows and screen tints should be lighter than 3%

# DIGITAL FILE REQUIREMENTS

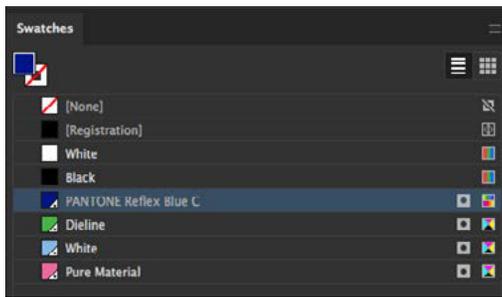
## MARKS/MARGIN/DIES

- Die lines should be colored using a spot color swatch named "die line" and set to overprint
- Safe margins/copy limits should be .125" inside of die line and set to overprint
- Any art extending past die line needs .125" bleed PER SIDE



## COLORS

- Please use only CMYK or Pantone spot colors.
- If you require a specific Pantone color, please select the color from the Pantone "library" in your design software and make sure the name is "PANTONE [color] C".



## TEXT

- All text should be "expanded" or "outlined". The goal is to convert editable text into vector (or raster in Photoshop) shapes.

Not Outlined  
Outlined

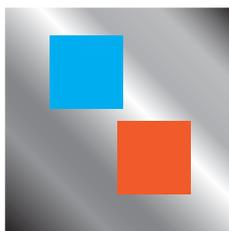
## IMAGES

- Please embed all images in your final art file, or "Package" them in Adobe Illustrator or Indesign and provide us with the folder containing all of the fonts and images.

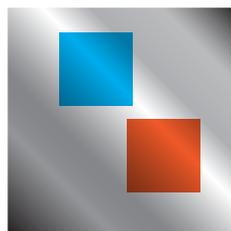


## WHITE LAYERS

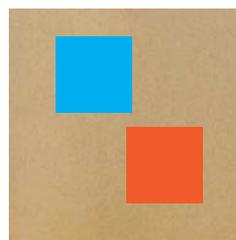
You will need a white layer if you want to create areas of pure white, and/or areas of solid color on a non-white material such as clear or metallic.



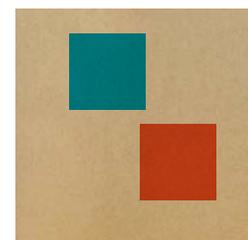
White behind art on metallic material



No white behind art on metallic material



White behind art on craft paper



No white behind art on craft paper