tc.

TRANSCONTINENTAL PACKAGING

ARTWORK SPECIFICATION GUIDELINES
Digital Press

www.tc.tc/packaging

General Guidelines:

- Avoid the use of 4 color black (rich black) for text and graphic elements. Define them as just 100% black in CMYK.

- Define solid colors as Pantone (PMS) colors or provide L*a*b* values to target. If PMS or L*a*b* values are unknown, provide a printed sample so we can measure the sample to determine L*a*b* values

- If you wish to blend colors to obtain a different color, define that color explicitly in the design without using overprint.

- Avoid rasterizing text and graphics to an image. Keep as vector if possible. If it is necessary to rasterize text or graphic objects, do so at 600 dpi.

- Avoid using scanned text and graphics. Expect performance or quality loss if used.

- Minimum Positive line thickness should be .75 pt. (.01") or larger unless trapping into other colors, then follow trap guidelines. If using black only, minimum line thickness can be reduced to .15 pt. (.002").

- Use of a metallic color may or may not be available depending on the design/layout of the package.

Text Guidelines:

- If providing a file that contains live text, be sure to provide all fonts that are used. Otherwise, convert all type to outlines in the final file. A file with outlined fonts is preferred, as that will prevent potential type reflowing issues. However, keep in mind that converting to outlines means we can't see the font information - if you want us to be able to make changes to the copy at any point (correcting typos, future package updates, etc.), we will also need the live text version and fonts provided.

- Be aware that small color text requires exact registration. Consider using a primary color (cyan, magenta, yellow, or black) only.

- Positive type should be 6 pt or larger. Type thickness should be at least .005".

- Reverse (white) text should be 10 pt or larger. Type thickness should be at least .01". If type is reversed out of metallic ink, type thickness should be at least .0125" to prevent filling in on press.

- When using symbols such as ®, © and TM's make sure the type and lines meet the minimum specs given above. Positive symbols are preferred.

Image Guidelines:

- Be sure to provide any linked graphic or image files or make sure all links are embedded.

- For optimal quality, images should have a resolution of 300 dpi at the size they are placed in the artwork. Avoid very low resolutions (below 150 dpi).

- Images should use a lossless compression type (ZIP or LZW). Keep images in this state throughout the workflow (never select to downsample or jpeg compress – these options are often available in PDF creation). If it is necessary to use jpeg compressed images, use the highest quality setting available and only compress the images once.

- Use 8-bit (grayscale), 24-bit (RGB) or 32-bit (CMYK) images. Avoid using images that have already been screened/dithered/bitmapped.

- Avoid multiple color mode changes. Leave your images in their native color space whenever possible.

- Avoid dividing images into small sections. This can cause objectionable lines to appear in the output and can cause performance issues with the RIP.

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