ARTWORK SETUP & FILE SUBMISSION GUIDELINES

APPLICATION USED:

- Adobe Illustrator (preferred)
- Adobe InDesign
- Adobe Photoshop
- Adobe Acrobat DC

FILE PACKAGING:

- **Final file for production supplied as either a Normalized PDF (NDFP) or Illustrator file with PDF copy.**
- Include all fonts (including fonts used in supporting files) or convert type to outlines.
- Include all supporting files (ex. layered Photoshop images).
- Package and compress all files before uploading to our FTP site.

SUBMIT FILES:

- CL&D FTP (Name file as: customer name_item) - visit our website: CL&D GRAPHICS UPLOAD ARTWORK.

BAR CODE SPECIFICATIONS:

- CL&D Graphics reproduces each barcode to ensure it meets our standards of quality and scanability.
- UPC Standards: 80% minimum size | 100 micron BWR | 1/8" quiet zone | 3/8" minimum height.
- Barcodes are recommended to be printed in black. Barcode orientation can vary by package type.
- File supplied OR CL&D to create: Type of Barcode: _____ Numbers: _____

1 80077 71114 3	1 80077 71114 3	
100% Magnification	80% Magnification	

100% process color
(cyan for example)

+

spot color gradient
with minimum 2% dot
at lightest end

=

spot color gradient
darken (over-printing)
over process color

GRADIENTS:

- Process color and spot color gradients are built using separate elements combined with the top gradient's appearance setting set to 'Darken'.

LAYOUT:

- Text minimums: Positive Printing: 4 point | Reverse Printing: 4 point & bold
- Line minimums: Positive Printing: .4 point | Reverse Printing: .5 point
- Set Document Raster Settings to High (300 ppi)
- Remove stray points
- Ensure white is not set to overprint
- Ensure PMS colors are not set to 0%

COLOR & SWATCHES:

- Four color process printing should be limited to use in images.
- Note: Pantone® colors are used for the most accurate color matching.
- Swatches pallet should consist of Pantone® Plus Coated Library.

TRAPPING:

- Use keylines to avoid color variations due to web movement with a 2.88 point stroke when reversing through multiple colors or 4/C.
- Trap Size: Standard = .01"   Minimum = .007"

Copy Example + Copy Example = Copy Example

text   2.88 point stroke   2.88 point stroke trapped

PHOTOSHOP IMAGES:

- All images are a minimum of 300 dpi.
- All images are CMYK, Grayscale, or Duotone.
- Maintain layers in all Photoshop images when applicable.
- FPO's are clearly marked.
- Include clipping paths in Photoshop when the paths for four-color process or Photoshop images are used in trapping and screening.
  Note: Whenever possible, create drop shadows, glows, etc. in Illustrator.

BUILDING BRANDS THROUGH PACKAGING