



## Quick Reference Artwork Preparation Guide

### Recommendations for Artwork Creation

Positive Type and Rules

Minimum Size – 3 pt. Sans Serif

Minimum Rule Thickness-.008"/.5pt

Reverse Type and Rules

Minimum Size – 3 pt Sans Serif

Minimum Rule Thickness-.009"/.65pt

Serif Type and thin stroke type should

Be used on sizes larger than 5pt

Reverse serif type should be at least

6 pt. Bold.

Type reversing out of 4-color process

or areas of printing with multiple inks

should have a dark outline (.012/1pt).

Spaces between two or more line colors that will not trap to each other should be a minimum of .03125/2.25 pt.

Register trademarks should be at least 3/64" in diameter

All copy and critical graphics should be kept 1/16" from die cut.

Graduated screens should not drop to zero within label area. Minimum Printable screen is 2-3%

Borders bleeding off the label should be a minimum of 1/16"

### Artwork Preparation: Electronic and Hard Media

- Typical minimum trap is .007"-.015"
- Typical line screen: 133lpi to 200lpi
- Embedded or linked files should be contained separately in .eps or .tif format
- Electronic graphic transfers and provided media should be accompanied by a printout of the final layout, colors, size of label, and software type and version used.
- Email file transfers should be compressed to avoid corruption.
- Four-color process, grayscale, and duotone images should be at least 300 ppi and bitmap images should be at least 600 ppi.

### Send Artwork to Flexo-Graphics, LLC

Media: CD, DVD, Flash Drive, FTP, or E-mail

Email: Kurt Dyszelski <kurtd@flexo-graphics.com>

Internet: [www.flexo-graphics.com](http://www.flexo-graphics.com)

### To upload art to our FTP sight:

Go to: [ftp.flexo-graphics.com](ftp://ftp.flexo-graphics.com)

User name: flexo

Password: graph1cs

### Flexo-Graphics, LLC Supported Software

- Adobe Illustrator CS3-CS5
- Adobe Photoshop CS3-CS5
- Adobe InDesign CS3-CS5
- Adobe Acrobat 9 Pro
- QuarkXpress 6-8 or earlier
- Microsoft Word
- Microsoft Excel

Email file transfers should be less than 5MB. The FTP site can be used for larger transfers.

Digital files must include: hard copy printout, fonts, and high resolution images. Specify size, die shape, crop marks.

*For questions about sending files, please contact your customer service representative.*