



## SETTING UP FILES FOR THE DIGITAL PRESS

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*When designing and setting up files for the digital press, be sure to follow these guidelines to insure a successful digital printing project.*

### FILE SETUP

#### **Supply your artwork in Adobe Illustrator**

We can accept art in various other file formats. However, converting other formats to Illustrator will take extra time and incur additional charges.

#### **Kerning and tracking fonts**

If your fonts have special kerning or tracking, or the file was created on a PC, outline\* the fonts to make sure they print as you desire. Make sure your output resolution in "Document Setup" is at least set at 800 dpi before you convert fonts to outline.

### INCLUDE WITH ARTWORK

#### **Color callouts for each element**

Assign and callout Pantone colors in your Illustrator file. This way we will know exactly what color you want us to print. For best results, use the Pantone "Solid to Process" book as a cross reference. This will more accurately represent the end result.

#### **A color print of your label to use as a guide**

#### **Label dimension call out**

Call out trim dimensions for the label. Trim dimensions are the actual dimensions of your label.

#### **Fonts and Graphics**

Supply all of the fonts to be used (if not outlined\*), as well as any graphics that are included in file (Do not embed image files; link and include as separate file).

### AVOID

#### **Special filters**

Illustrator filters like Transparency, Gaussian Blur, etc. are intended for the Web and do not translate well for impact printing.

#### **Duotones**

The digital offset press prints using four color process. As a result labels built with duotones may not print as expected.

#### **Low resolution graphics**

Photoshop images must be at least 300 dpi at the size it is printing on label (600 or higher if bitmap). If the Photoshop image has layers, do not flatten image.

#### **Jpeg files**

Jpeg files were meant for viewing on the computer screen. We can print them, but the quality of the print may not meet your expectations. Photoshop files should be saved as a tiff, a psd, or an eps file.

#### **Metallic inks**

The digital press prints in 4/color process and metallic inks are currently not available.

*\*Outlining fonts means to convert them to paths. This will make the fonts un-editable (not active), but will prevent any font conflicts from delaying your order.*