

Art Requirements Guide

File Format

- Illustrator is preferred and recommended
 - Save as PDF Acrobat 8 (PDF 1.7)
 - Delete all unused layers
 - Embed all images
 - Include fonts or convert fonts to outline
- Photoshop
 - File must be CMYK
 - Recommend 300 dpi
 - Save as psd, tiff, or eps
 - Send layered file
 - No jpg or png files
 - Delete all unused layers
 - Not recommended for text*
- InDesign
 - Export as Acrobat 8 (PDF 1.7)
 - Include fonts
 - Embed images

Images

- 300 dpi
- CMYK
- psd, tiff, or eps
- jpg or png files should be saved as psd or tiff

Fonts

- Minimum: 4 point positive / 6 point negative
 - *Avoid using screens of CMYK with small type
 - Text should be vector art
- *Using screen percentages with small type may make type difficult to read*

Line Weight

- Minimum: 1/2 point positive / 1 point negative

Ink Colors

- Maximum: 8 colors
- PMS colors from Pantone Solid Coated Color Book
- Black should be 100% black and not rich black (screens of CMYK)
- If substrate is clear or metallic, please include a layer for white ink.

Dielines/Templates

- Bleed = Die Size + .125"
- Copy limits = Die Size - .125"
- For example a 4" x 2" Die
 - Bleed = 4.125" x 2.125"
 - Copy Limits = 3.875" x 1.875"

Screens

- Minimum: 1%
- Gradients, drop shadows, and transparencies will show a distinct end rather than a soft fade

Barcodes and QR Codes

- Must be one color (red will not scan).
- White background / Black code recommended

Sending Files

- If you would like to upload your file:
 - Go to: <http://orders.cpandp.com:9090>
 - Username/Login: cppgraphics
 - Password: upload
 - In the window that opens, you'll be asked for Customer Name* and Uploader's Name*.
 - There is also a section for notes if you need to let us know anything about the files you are uploading. You then browse for the file you would like to submit and click Submit at the bottom.

Questions

Please contact Connie Vincent, VP of Operations
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