



# CENTURY

Printing & Packaging, Inc.

## Art Requirements Guide

### File Format (Please be sure to send all PDFs in the latest available version.)

\* *Illustrator is the preferred and recommended format - if PDF, save as Acrobat 8 (PDF 1.7)*

(Photoshop: (psd, tiff, eps as CMYK or Grayscale) - send layered file (\*\*\*.jpg files are not acceptable)

InDesign: Include Indesign file and export pdf as Acrobat 8 (PDF 1.7) (do not flatten)

### Images

- 300 dpi CMYK - image size of file should equal image size when placed in Illustrator
- Include all supporting graphics and images

### Dielines

- Available upon request
- Bleed should extend 1/16th (.0625") beyond die Copy
- limits should inset 1/16th (.0625") inside die

### Fonts: send all fonts or create as outlines

- Minimum: 4 point Positive / 6 point Negative
- Small type should be made 100% of single color.
- Recommend reverse type have a 1 point black rule for trapping

### Line Weight

- Minimum: 1/2 point (.007 in.)

### Ink Colors

- Maximum: 8 colors
- Specify PMS colors from the Pantone Solid Coated Guide
- Black: Use 100% black and not rich black (screens of CMYK)

### Screens

- Minimum: 2% (includes vignettes and drop shadows)

### Barcodes and QR codes

- Must fit within copy limits. Must be one color (red will not scan).
- White background is preferred.
- UPC Bar Width Reduction: .002 to .004
- Minimum size: 80% (Standard UPC A measures 1.1783" x .8186" and can be truncated)

### Sending artwork via FTP Site (if files are too large to email)

cpandp.smartfile.com Username/Login: cppgraphics Password: upload

Please notify [conniev@cpandp.com](mailto:conniev@cpandp.com) when you upload artwork to the FTP site

### Contacts:

Pre-Press Manager: Connie Vincent: [conniev@cpandp.com](mailto:conniev@cpandp.com)

Project Manager: Ronnie Nunn: [ronnien@cpandp.com](mailto:ronnien@cpandp.com)