How to set up your art files

Please refer to the following art file requirements to ensure the pre-press process is as seamless as possible. Note: screen shots use Adobe Illustrator.
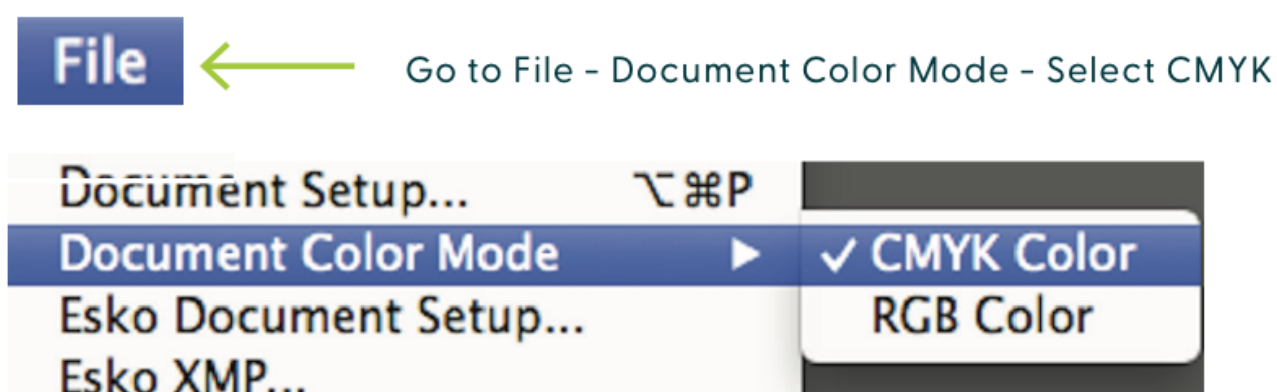
Accepted file types

ai - Adobe Illustrator Document
pdf - Portable Document Format
psd - Layered Photoshop File
eps - Encapsulated Post Script
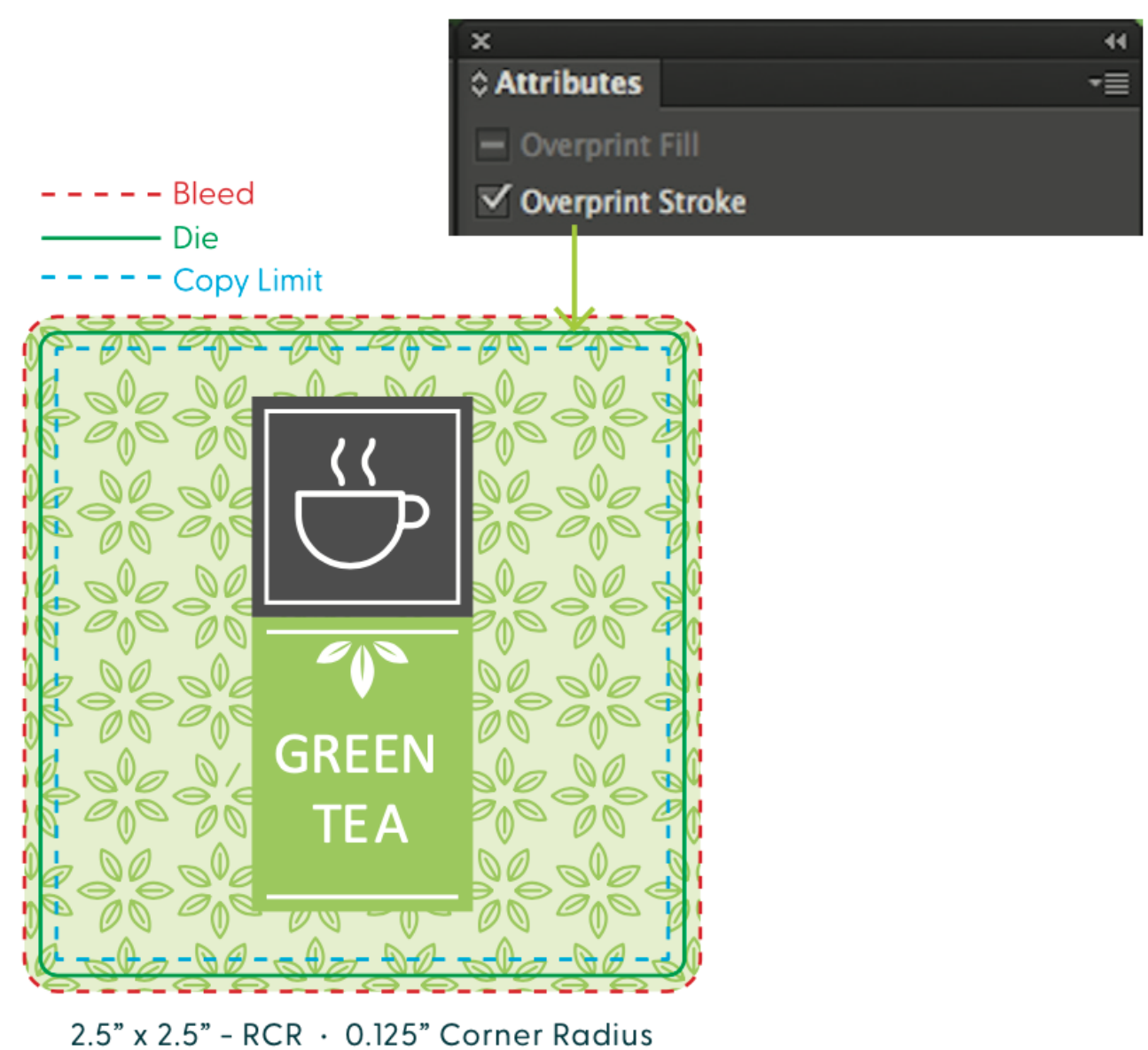
Image resolution needed: 300 dpi

Colours

- All files must be in CMYK colour mode, not RGB.
- Files supplied in RBG mode will be auto converted to CMYK when sent to press which can create colour inaccuracy.

To check if your file is in CMYK mode:

File ← Go to File - Document Color Mode - Select CMYK

Document Setup... ⌥⌘P
Document Color Mode ▶ ✓ CMYK Color
Esko Document Setup... RGB Color
Esko XMP...

Bleed + copy limit

- Bleed is required for printing. Background art must extend 1.5mm past the die line all around.
- All text must be kept 1.5mm inside the die line to avoid cut off.

× Attributes
— Overprint Fill
☑ Overprint Stroke

Bleed
Die
Copy Limit

GREEN TEA

2.5" x 2.5" – RCR · 0.125" Corner Radius

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Fonts

All fonts should be outlined (or flattened) – please do not send live fonts with your files.
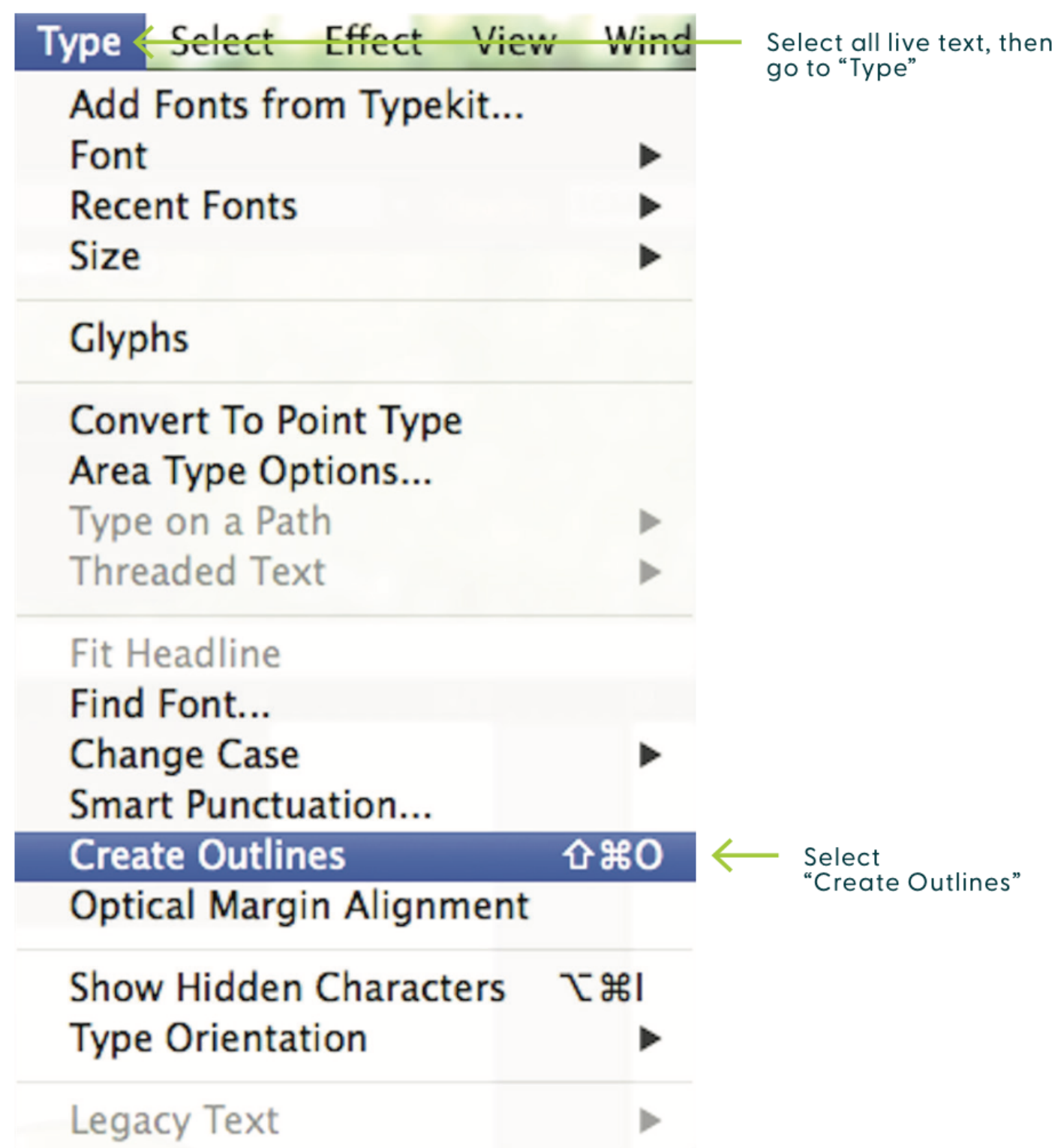
NOT OUTLINED
Editable (live) text

OUTLINED
Vector shapes

☆ Creating fonts to outlines means you are converting live, editable text to vector shapes.

To outline fonts:

Type	Select	Effect	View	Wind

Add Fonts from Typekit...
Font ▶
Recent Fonts ▶
Size ▶

Glyphs

Convert To Point Type
Area Type Options...
Type on a Path ▶
Threaded Text ▶

Fit Headline
Find Font...
Change Case ▶
Smart Punctuation...
Create Outlines ⇧⌘O
Optical Margin Alignment

Show Hidden Characters ⌥⌘I
Type Orientation ▶

Legacy Text ▶

Select all live text, then go to "Type"

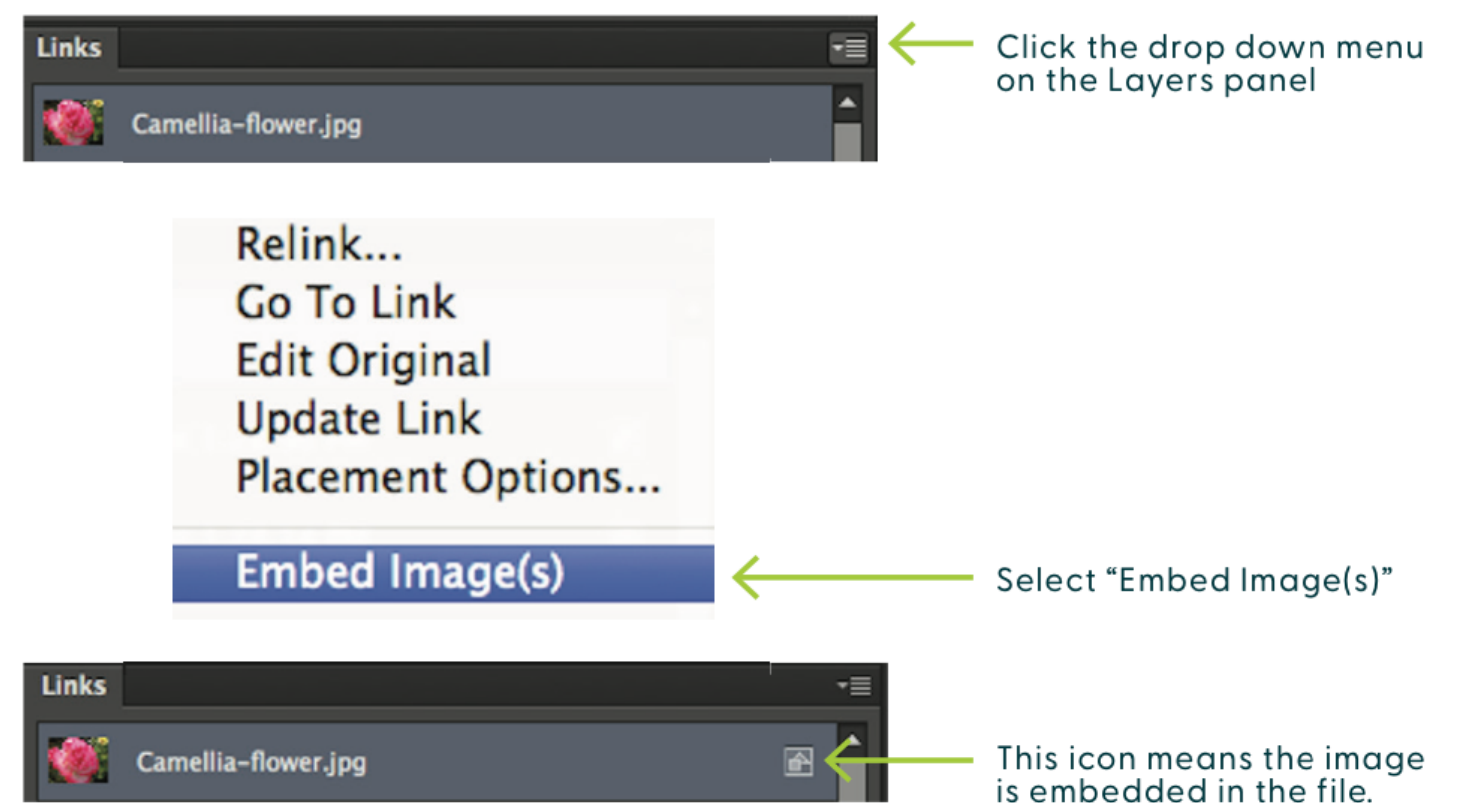Select "Create Outlines"

Images

- Image resolution cannot be smaller than 300 dpi
- The final file submitted for print should have all images embedded.

To embed an image:

Click on the image you want to embed

Links
Camellia-flower.jpg

Click the drop down menu on the Layers panel

Relink...
Go To Link
Edit Original
Update Link
Placement Options...
Embed Image(s)

Select "Embed Image(s)"

Links
Camellia-flower.jpg

This icon means the image is embedded in the file.

Unwind direction

Unwind direction is simply the way in which a label unwinds from a roll. This is most easily explained by looking at the unwind diagram.
The orientation of the letter "A" represents which side of the label is coming off the roll first.

Out / Top 1   Out / Bottom 2   Out / Right 3   Out / Left 4

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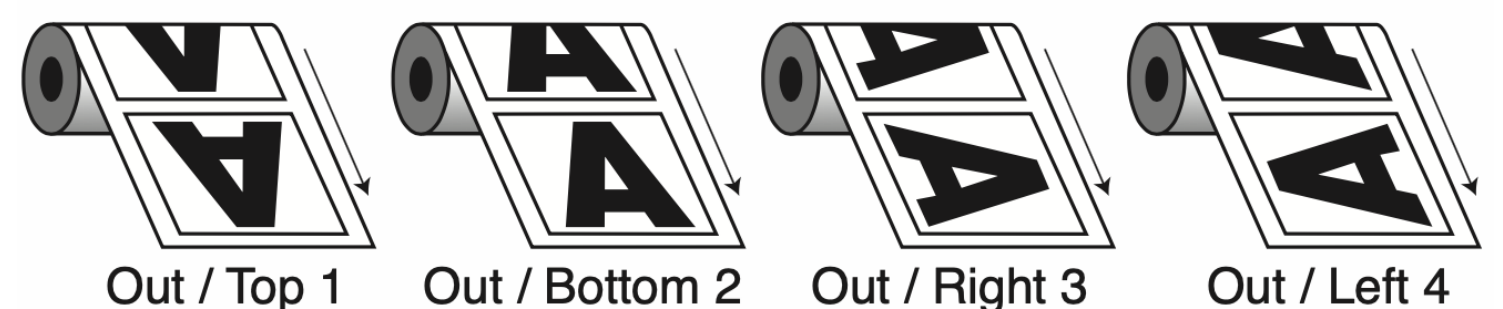
How to set up white layers

Are you printing on a clear or silver metallic substrate? Let us help you properly set up your white layer to achieve a unique, eye catching design!

Step 1: Swatch creation

Create a new Spot Colour swatch for the white ink. This swatch name is unique to our Digital press.

- Swatch Name: WhiteX1
- Colour Type: Spot Colour
- Colour Mode: CMYK
- 50% Cyan
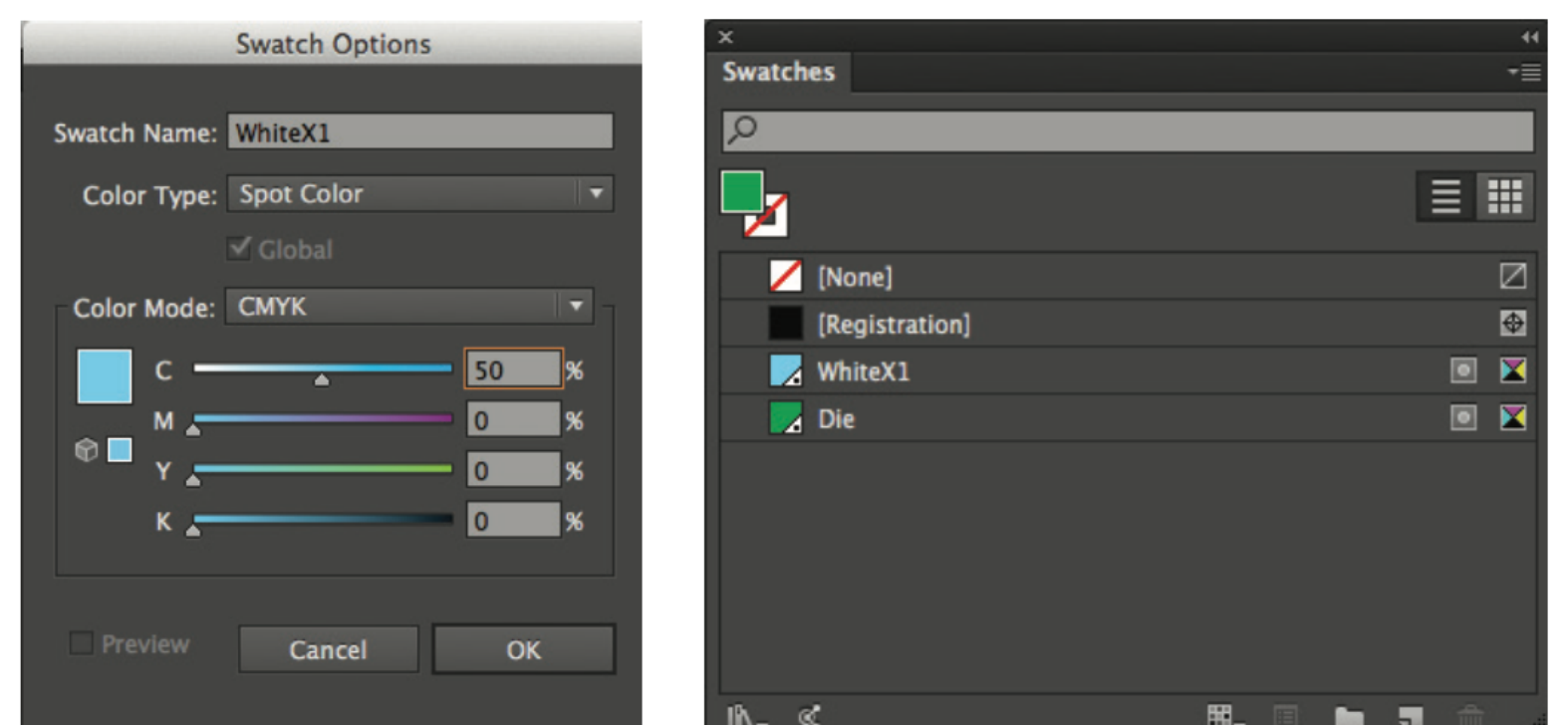
☆ The swatch is blue so you can see it while designing. The ink will print white on press.

Step 2: Layer creation

Duplicate the "Art" layer and name the new layer "White". It is important that all elements you intend to print white are on this layer and should be above the Art layer.

Lock the Art layer and turn it off. This will allow you to re-colour elements on the White layer without affecting the artwork design.

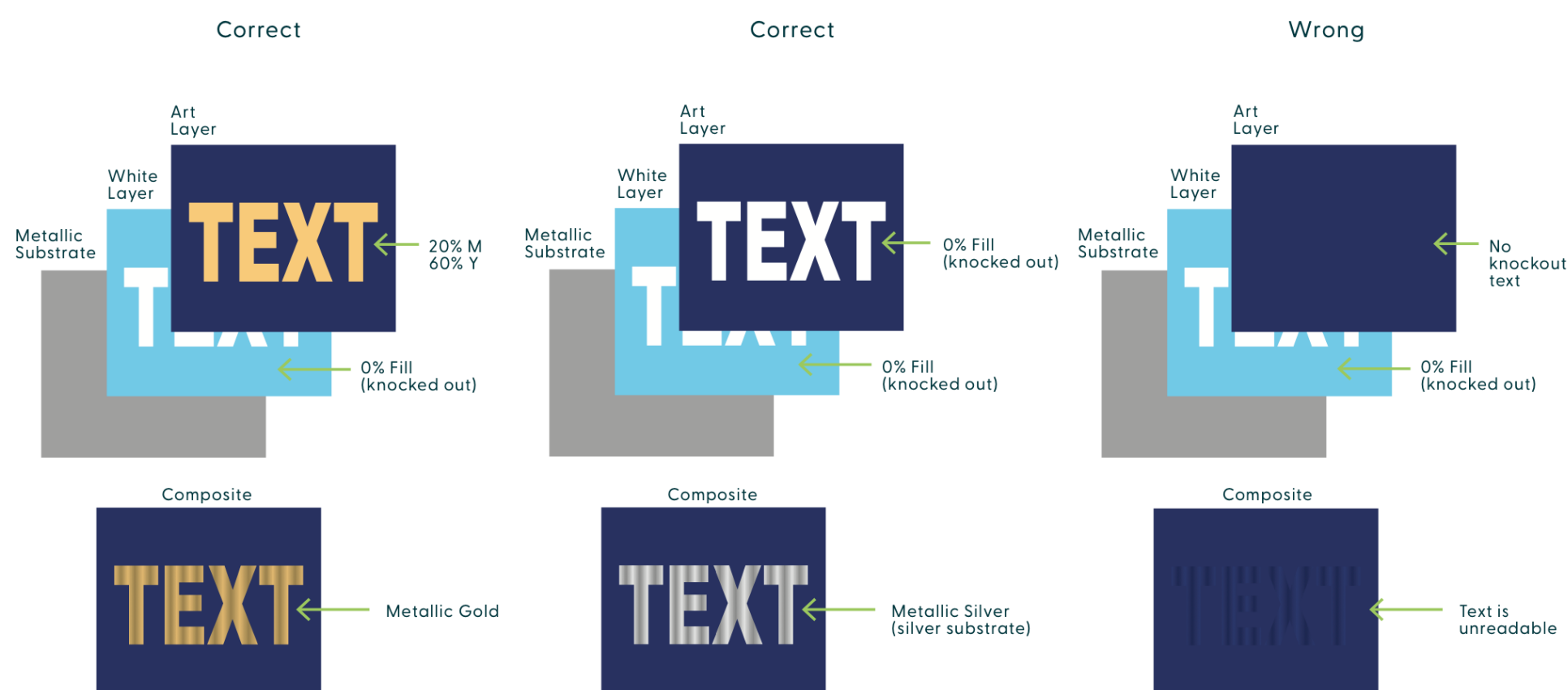**sprink**™
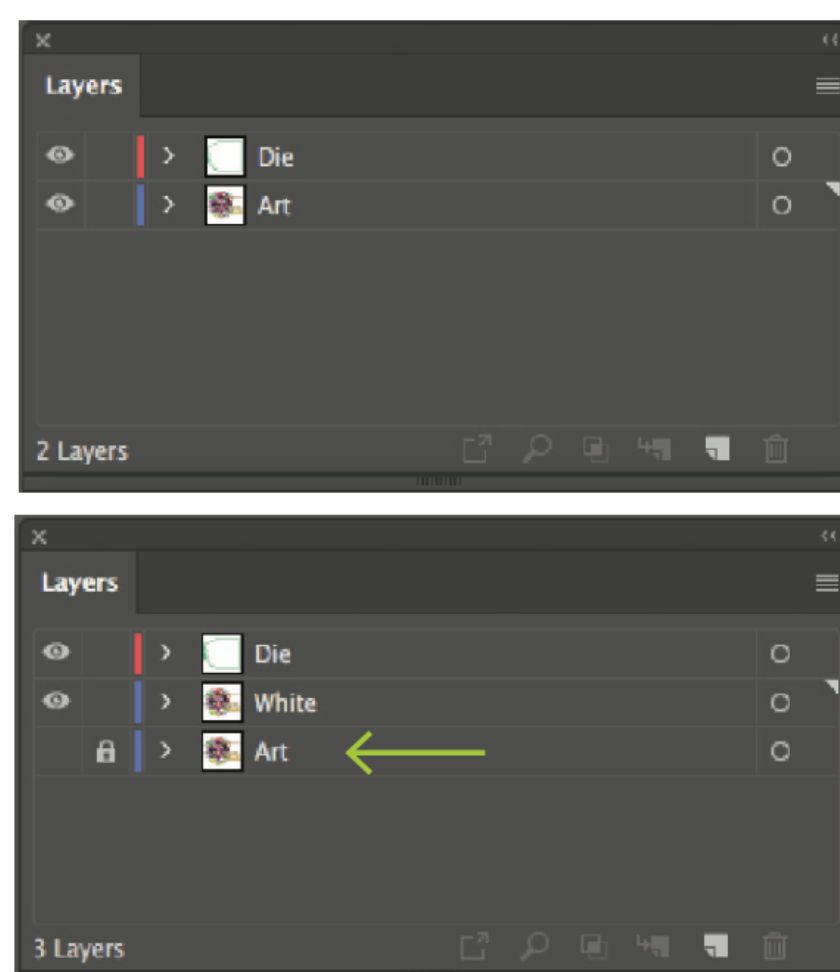
Step 3: Get creative!

Review your design to determine what areas you want backed in white and what areas you want "knocked-out" to allow the clear or metallic substrate to show through.

All metallic substrates are silver. Use 4cp color builds to achieve non-silver metallic colors.

Select elements you want to print White, and color them with the WhiteX1 swatch. Any areas where you want the white to "knock-out", color them with 0% Fill.

Clear or metallic colors can be achieved by printing color on top of the clear or metallic substrates.

If you want to see the clear or metallic substrate showing completely through in the design, graphics on the Art layer must have a 0% fill. This is illustrated below.

Correct

Art Layer
White Layer
Metallic Substrate

TEXT — 20% M 60% Y

— 0% Fill (knocked out)

Composite

TEXT — Metallic Gold

Correct

Art Layer
White Layer
Metallic Substrate

TEXT — 0% Fill (knocked out)

— 0% Fill (knocked out)

Composite

TEXT — Metallic Silver (silver substrate)

Wrong

Art Layer
White Layer
Metallic Substrate

— No knockout text

— 0% Fill (knocked out)

Composite

— Text is unreadable

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A few tips to take advantage of...

1. Less ink is better for metallic colors. Dark color builds and heavy screens of black will not print metallic.
   - The more ink you apply to the metallic substrate the less the metallic is able to show through.
2. Build gold colors out of Magenta and Yellow when possible.
   - There are countless variations of "gold" but we recommend 20% Magenta and 60% Yellow.
3. Colors intended to be metallic will darken a bit once printed on the metallic substrate.

4. Semi-clear or semi-metallic looks can be achieved by utilizing screens and gradients of white ink.
   - This will also create contrast in the final printed label.
   - 10-20% screens of white achieve the best semi-metallic and semi-clear look
   - Due to the opaqueness of the white ink, any screen above 45% will appear almost equal to 100%.
   - The higher the screen % of white, the less amount contrast will be seen.

Step 4: Preview finalized layers

Once your white ink graphics have been defined, you'll need to apply a "Darken" attribute to the White layer.

Use this attribute to preview your finished design. Make sure all areas are backed in white as intended and watch for mis-alignment of the art layer to the white layer.

To do this, click the circle icon on the White layer. Open the Transparency Panel and change "Normal" to "Darken".

Composite view

Step 5: Creating white "pullback"

Note: This step only applies to clear substrates.

Digital presses have almost perfect print registration, but to avoid any issues, we recommend to pullback (inset) the white ink in areas where it could "peek out" beneath the art.

This is typically done in areas where the substrate is showing through or surrounding the art.
- To do this, select graphics on the White layer and add a 0.1524mm stroke weight coloured with 0% Fill.
- 0.1524mm Stroke Weight = 0.0762mm Total Pullback

Reverse text areas

White Layer w/ pullback   Composite

Positive text areas

White Layer w/ pullback   Composite

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