

## *Line-Art Specifications For Dry Offset Printing: Page 1*

Dry Offset (D.O.) is a unique and specialized printing process. Artwork requirements are different from conventional printing. Please read this document carefully before creating artwork. As with any printing process, quality printing starts with artwork. Please use these tips when creating your artwork. If your artwork is already created, please adjust your artwork to our specifications before sending artwork to us. This will expedite your design development. If you have any questions, we will be happy to assist you in the early planning of your artwork.

### Program and File Format Preferences:

- Macintosh Files Only
- Graphic Images: 1. Adobe Illustrator 9,10, CS 2/3 2. Freehand (export as “.ai”)
- Text: 1. Adobe Illustrator 9,10, CS 2/3
- Scanned Images: 1. Adobe Photoshop 6,7, CS 2/3
- Combined Text & Graphic Images: 1. Adobe Illustrator 9,10, CS 2/3
- Conventional Camera Ready Artwork

### Media Preferences:

- Email & CD Rom.

### Graphic Design Preferences:

- Use Pantone Colors to create corporate logos and other line work, not CMYK (except process images or image in Photoshop).
- Do not distort the design for the tapering of the container. The taper will occur during the printing process.
- Avoid using color builds and overprinting techniques with PMS colors.

### Requirements:

#### *Line Art:*

- Any image, color or black and white, which is solid color and without screen values.
- Scanned line art must be scanned at a minimum 600 dpi. Preferred input resolution is 1200 dpi or better in order to avoid stair casing.

#### *Halftone Process Images:*

- Halftone Process Images are any Adobe Photoshop, RGB or CMYK scanned image, color or black/white, which have variable tones, shades and color values.
- Halftone images, color or black/white, should be scanned at 300 ppi minimum resolution, however, 400 ppi or better is preferred. Images must be able to be manipulated by our Art Dept. Scans should have detail in the highlight areas and should not be blown out. We may need to alter the image so that it may be printed in 6-8 colors (max 6 on sidewalls or max of 8 on lids) depending on our printer's current capabilities.

#### *Scanned Images:*

- Send original images, photographs, illustrations, reflective art and/or transparencies with your digital files. Our Art Dept. may need to re-scan your original images to our specifications. In addition, our press proof will need to match your original art.
- If Photoshop artwork was created with layers, please send layered files.

#### *Computer Proofs for digital artwork:*

- Photoshop files should be accompanied with an accurate high resolution digital color proof that has been approved by the customer.
- Our Art Dept. and the printer will use the digital color proof as the color guide.
- *Process jobs will be press proofed. A printed product will be sent to the customer for approval. Customer will incur charges that apply. The approved product will be used by the printer as the color guide.*

#### *Text:*

- Send both screen and printer fonts with the document (artwork).
- Type reversed out of solid colors needs to be bold or black (extra bold)
- Type should be no smaller than 6 point but 10 point is preferred. The larger the type, the better it will print.

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### *Fine Detail and Corporate Logos:*

- Try to place fine detail and important graphics, such as a corporate logo, towards the center of the container.
- Avoid the very top and very bottom of the container** since most distortion and press gain occurs in these areas. Distortion and gain varies depending on the container size and taper.

### *Trapping Requirements:*

- Do Not use trapping programs to adjust for trapping. Our Art Dept. will trap the artwork as needed.

### *Solid Color Areas:*

- Large wrap or block elements of 100% color should be avoided especially with reverse elements within them. These large areas of ink tend to fade and have uneven coverage caused by many varying factors from production of product to the printing of the product.

### *Vignettes and Fades:*

- No Vignettes or Fades to 0% dot value in document (artwork).

### *Dot Gain and fill-in:*

- Common Dot Gain when printed is 15% - 20%, our Art Dept. will adjust for gain if necessary. If artwork was prepared with gain taken into account be sure to document that this has been done on the artwork.
  - All screening should be adjusted account for the gain. This is done by reducing the screen tone approximately 15%-20%.
  - The lightest screen area no less than approximately 8-10% otherwise some screening tends to "drop out".
- Also remember that any screening over 80% will tend to fill in solid from dot gain. If an area needs to be a dark screen but not solid the screening should be reduced another 5%-10%.
- If any area is to be truly solid when printed it should always be @ 100%.
  - As with Dot Gain fine lines and reverse areas in a design can "gain" causing fine lines to get heavier and reverse lines and elements to fill-in. Be sure to adjust line weights to account for this. 10%-20% gain is also common here.

### *Color Tints:*

- All tints must be made with Pantone Colors.
- Do not use combinations of Pantone Colors with CMYK Process Colors.

## Design Suggestions:

### *Reverse Type:*

- Reverse type is difficult to print. Minimize use of reverse type. If reverse type is used, design the reverse type at the top of the container. This is the easiest place to print.

### *Gap or Wrap Design?*

- Use a gap or white space between the start of the print and the end of the print. Designs that wrap are difficult to print consistently and can slow press setup and production speed. Gap designs are faster to set up on press, and can increase printing production speeds.

## Food Container Specific Issues:

### *Ingredient Panel:*

- Make ingredient panel and nutritional information in 1 color and make the background white or the color of the container. This minimizes costs when changing ingredient panel and nutritional information.

### *UPC Codes:*

- Place UPC code in the left side of the artwork. The UPC code lines must be parallel with the top and bottom edge of the container.
- 80% to 100% of size is ideal for scanning purposes.