



# Art File Submission Guidelines

## **Please submit files in Adobe Illustrator format.**

(Other file formats may require significantly longer set up time and require pre-approval before commitment to the project.)

## **Preferred file set-up guidelines for AI files:**

### **• Placed, Linked or Embedded Images:**

Please supply high resolution images (300 ppi or greater). Please also take in consideration when enlarging files in AI to ensure that the effective interpolated resolution is still viable (et al; A 300 ppi image placed at 200% in AI will have an effective resolution of 150 ppi).

Please supply images in CMYK format. RGB images will be converted to CMYK; once converted, the color of the converted file will sometimes differ greatly from the original RGB file.

If possible, please supply clipping paths with the images.

Please supply all supporting, placed files used in the art file.

**\*Please Note that all images will have a Minimum Dot of 2% applied to Channels where colors graduate to 0%. This is to alleviate banding and hard lines in the plating process.**

### **• Additional File Information:**

- Please include all fonts used in art file. It is preferred that all fonts be converted to outlines as this will eliminate any font-related issues and help speed the artwork through the prepress process. (fonts can be compressed or zipped)
- Please include a die line of the label shape. This will help show the placement of the art inside the die cut as well as provide verification of the label size.
- Artwork must be at least 1/16" (1/8" is preferred) from die cut to ensure adherence to live area.
- Concerning Bleed, please provide the artwork with a 1/8" (.125") bleed. Bleeds must extend at least 1/8" (.125") past die cut.
- Please avoid hairline rules; minimum rule weight should be .5 pt.
- Avoid text smaller than 4 pts. (Especially when reversed or for the symbols ®, ©, TM, etc.)
- **Avoid text in a process build or multi-color build. (Especially if the text is small. Larger text may/may not be excusable.)**
- If Varnish is required, please indicate where Varnish is to be placed. The Varnish can be treated as another ink color in the Swatches palette.
- If there are any areas that need to be backed with White, these areas should be copied to a separate layer indicated as Spot, Opaque or Printer White.

**UNEXCUSABLE MULTI-COLOR TYPE can cause misregistration problems on the PRESS!**

## **Files may be submitted via the following media or transfer methods:**

- Please make sure you are attaching the files directly off of your desktop and not through a link or sub folders. This will ensure that all necessary HI-Res files (not proxy low res images) will accompany job through process.
- Compress all files (Stuffed / Zipped) before submitting. (.sit, zip) Compressed files help to ensure less file corruption.
  - CD, email, ftp site (GT offers dropbox upon request)
  - Files up to 10 mb in size can be emailed directly to GT Labels & Packaging otherwise a FTP site (Dropbox/Hightail/etc.) will be needed to transfer the files.

For more information, contact **GT Labels & Packaging** (770-400-9260).