

Flexo-Graphics, LLC

Quick Reference Artwork Preparation Guide

Recommendations for Artwork Creations

Positive Type and Rules

Minimum Size = 3 pt. Sans Serif

Minimum Rule Thickness = .008"/.58Pt

Reverse Type and Rules

Minimum Size = 3 pt. Sans Serif

Minimum Rule Thickness = .009"/.65Pt

Serif Type and thin stroke type should be used on sizes larger than 5 pt.

Reverse serif type should be at least 6 pt bold.

Spaces between two or more line colors that will not trap to each other should be a minimum of .03125/2.25 pt.

Register trademarks should be at least 3/64" in diameter.

Graduated screens should not drop to zero within label area. Minimum printable screen is 2-3%.

Borders bleeding off the label should be a minimum of 1/16"

Artwork Preparation: Electronic and Hard Media

-- Typical minimum trap is .007"-.015"

-- Typical line screen: paper 150 lpi/poly 100-133 lpi

-- Embedded or linked files should be contained separately in .EPS or .TIF format

-- Electronic graphic transfers and provided media should be accompanied by a printout of the final layout, colors, size of label, and software type and version used

-- Email file transfers should be compressed (ie: .zip) to avoid corruption

-- Four-color process, grayscale, and duotone images should be at least 300 ppi and bitmap images should be at least 600 ppi.