Artwork Supply Guidelines

Following these guidelines allows an efficient and seamless progression of your job through prepress and enables us to make required amendments to provide the highest quality product possible in a timely manner.

Artwork supplied outside of these guidelines may incur additional costs.

Supply files in PDF format

- ☐ We prefer files to be supplied as single page layout, press quality PDFs at a minimum of **Acrobat 7 (1.6)** format

Bleed

- ☐ Supply all files with **3mm** bleed

Placed Images

- ☐ All images to be saved in **CMYK** format
- ☐ All images to be **300dpi** at 100% print size
- ☐ Ensure any Photoshop files are supplied as layered versions (unflattened)

Text & Design Elements

- ☐ Allow a minimum of **2mm** between text/images and the edge of the label
- ☐ Ensure all fonts are **fully embedded** (not sub-setted) or convert to outlines if the font is protected and can't be fully embedded. (We will be unable to make corrections to outlined fonts)
- ☐ **Minimum Text size** for **Serif** fonts to be 5pt or 6pt if reversed out
- ☐ **Minimum Text size** for **Sans Serif** fonts to be 4pt or 6pt if reversed out
- ☐ **Minimum Line widths** to be 0.25mm or 0.3mm if reversed out

Colour

- ☐ Do not Convert PMS colours to CMYK, however please ensure that PMS colours are named as per the conventional Pantone name (i.e Pantone 150 C) not (PMS 150 orange colour)
- ☐ Remove any unused colours from the colour palette
- ☐ **Dielines** to be created using a Spot Colour named Dieline with a value of 100% Magenta
- ☐ **Varnishes** to be created using a Spot Colour named accordingly such as (Gloss Varnish or Matt Varnish).
- ☐ If **white ink** is required, it is to be created using a Spot Colour named **white**
- ☐ Ensure any **white** Objects or Text are set to **knockout**.

General

- ☐ Artwork to be created in Illustrator or InDesign. It is not recommended that any artwork be created using Word, Corel Draw or any other non-graphic based program. Photoshop is recommended for imagery but not for supplying artwork as the text will be bitmapped (pixelated).
- ☐ Final PDF to be created using our recommended specifications (Refer to the Link on our website).
- ☐ Any colour critical work that has been produced previously to be accompanied by a printed sample.
- ☐ **Barcodes** to be in accordance with GS1 specifications (Please refer to link below).

Transparencies

- ☐ Adobe Illustrator and Adobe Indesign transparencies are a common problem in the 'postscript' world and are best avoided. To avoid issues either render transparencies into an image, or transparencies require the PDF to be saved using Acrobat 7 (1.6) version standard or above.

Label Sizes

- ☐ The **maximum label size** that we can strip is 318mm x 605mm
- ☐ For **large format labels** we can produce sizes up to 320mm x 2200mm

Personalised Digital Printing

- ☐ **Design your label** - set up the job in Adobe InDesign document as you would a normal digital printing project. In the areas where the variable data is to be used, insert the information for one of the variables in the database.
- ☐ **Set up spreadsheet** - Set up a Microsoft Excel spreadsheet containing your variable data. Each field of data should be its own unique identifier. Break your data into logical fields. If in doubt, remember that it is easy to flow fields of data together but extremely hard to split big fields, for example: "Mr" "John" "Smith" rather than "Mr John Smith".
- ☐ **Mark up a laser proof and supply with the final artwork** - print out a laser copy of the job and highlight the areas (text or images) that are to contain the variable data. Then supply us with the database file, collected InDesign artwork and marked up proof

Artwork Delivery Methods

- ☐ Email through to production@onpack.com.au or one of our friendly account managers if the file size is less than 10mb.
- ☐ Or utilise one of the many services available such as, we transfer, drop box, etc

If you require any assistance with setting up your artwork, please contact our Prepress department ...... **prepress@onpack.com.au**