

# SUPPLIES ARTWORK SPECIFICATIONS

MARCH, 2015



SEE MORE. DO MORE.

To insure that Zebra is able to process the first order as quickly as possible, it is important to follow the below requirements. Failure to do so will result in delays.

## File Requirements

- Artwork **must be submitted as an editable, vector file**. We need a file that was **created** as a vector file, designed to be **edited**. Most images **created** with Adobe Illustrator, CorelDraw, InDesign and AutoCad are in the form of a vector image file. Do not set the **file type** or **layout** artwork in Adobe Photoshop or any other **pixel based programs** - that is not a vector file. **Please Note:** Artwork **not created** as a vector file and only saved as one does not meet our requirements.
- The following vector file extensions are acceptable: .ai, .eps, .wpg, .wmf, .dxf, .dwg, .cdr, .pdf.
- E-mailed files must be compressed, zipped and supporting PDF's, .Ai or .Eps files included. If artwork is sent on a CD, the artwork should be accompanied by supporting hard copies of the files to avoid any confusion or mistakes on supplies creation that will lead to delays.

## Technical Requirements

Below are the **technical requirements** for artwork suitable for Flexographic printing:

- Convert **all TEXT to outlines/curves** (make sure all text is proofread before conversion). **Please Note:** Outlined text (text converted to paths to avoid the need for the correct fonts) is not editable. Therefore, if the file needs to be edited after we receive it, **there will be a delay** as we will have to re-set the type to make the changes.
- Text used cannot be smaller than 3.5 points.
- **Avoid fine reverse type and lines** which tend to "fill in" during plate making and printing processes. If reverse text or lines are desired, make sure the text is no less than 12 points and bold character. Avoid process colors as they tend to build on type less than 12 point and lines less than 0.014 inches (0.1 points) thick.
- Artwork has to be a minimum of 1/32" away from all sides of item, considering the corners. **Please note:** In some cases, when the corners are 1/8" rounded and artwork is created that is 1/32" away from the sides, the artwork could still get cut off at the corner.
- Specify the required Pantone color numbers for spot color and process color artwork. When specifying a Pantone color, it must be from the **PANTONE PLUS SERIES COLOR GUIDE** in order for us to color match. Pantone colors not in this guide are not valid for manufacturing reproduction.
- Do not embed images. Embedding images will make it difficult for us to optimize them for flexographic printing. Also, embedded images do not always translate well across software versions and platforms.



## Process Color Requirements

- For all process color jobs we need a sample. The sample must be provided by mail, we can't use a monitor screen or computer printouts.
- Maximum number of colors cannot exceed 8, combination of spot and /or process colors and varnish.
- When artwork shows Vignette/Screen colors we need the specified percentages (preferably a 3% minimum dot). Do not stop screens or gradients within the print area. Where the squiggle line fades to a 0% dot we get a slight hard line, it is best to have a minimum 2% -3% dot continue through the image.
- Type built from a combination of colors is composed of a pattern of dots. Small type may become illegible when there aren't enough dots in the text area to represent the curves and straight lines in the text letters.
- If varnish is required over a color preprint, the varnish should extend 1/32" beyond the color pre-print. This should be clearly referenced in the artwork specifications to insure correct color plate creation and manufacturing.

## Consideration for Tags with Floodcoats or Continuous Color

When using a standard plate on tags that have a floodcoat or continuous color a tiny white line forms at the end of the tag, or beginning of the tag as there is no gap between tags (like we have for labels). To eliminate that, a special plate (which is more costly) must be used. Please indicate if the tiny white line needs to be eliminated.

## Vector File Creation Assistance

If a Vector File is not available and there is no way to create one, the file (.jpg, .bmp, .tiff or .pdf) available can be sent to Zebra for Vector File creation. We will send out the file to get a complete usable artwork for an additional cost, which will take up to 3 days. Files should be sent at full size with a minimum resolution of 300 pixels/inch (DPI). Low resolution (72 dpi) scans or photos, such as the images found on internet pages will not enable us to create a high-quality image on press.

## Definitions

**Vector file, vector graphics** is the use of geometrical figures such as points, lines, curves and shapes or polygon(s), which are all based on mathematical expressions, to represent images in computer. "Vector", in this context, implies more than a straight line.

**Vector graphics** is the creation of digital images through a sequence of commands or mathematical statements that place lines and shapes in a given two-dimensional or three-dimensional space.

**Drawn pictures** (also called **vector drawings**) are created from lines, curves, rectangles, and other objects. The individual lines can be edited, moved, and rearranged. Because a drawn picture is made of lines and shapes, it can be grouped and ungrouped, reordered, and the color changed for one or all parts of the picture.

