

DESIGN

Graphic Guidelines

APPLICATIONS

- ◆ Freehand
- ◆ Illustrator
- ◆ QuarkXPress*
- ◆ Photoshop
- ◆ InDesign*

* *NOTE: InDesign and Quark files will be brought into Illustrator for Prepress set up (trapping, stepping & printing adjustments).*

** We do not support Corel Draw Files. Corel files must be exported into an Illustrator (ai) format to enable us to open them in Illustrator. Since these files do not always transfer well, additional prepress preparation may be necessary.



Please contact the
Boxmaker Label
Graphics Department
for further information
or design questions:

425-251-5428
ext. 2000

FILE SUGGESTIONS

Layers: Use layers whenever possible. They make your file easier to understand, and allow us to make adjustments more efficiently.

Placed Graphics: Place graphics at 100%; they're easier to work with, and eliminates the problem of scaling any traps, etc. Any graphics placed less than 100% take longer to output and may require additional prepress time. Please *DO NOT* embed images.

Scans: Line art scans should be output at 800 d.p.i.; for very fine detail scan at 1200 d.p.i. Color and halftone scans should be output at 300 d.p.i. Call our Graphics Department for assistance.

File Names: Make sure placed images have the correct file extensions: ".tiff" or ".eps" at the end (e.g., "Image.tiff" or "Image.eps"). Include only the page layout documents and the supporting files required for your labels.

Type and effective design: Type below 3 pt. and reversed type below 4 pt. will not print legibly, especially if a font is thin (or features of a font are thin, like serifs or cross bars). When reversing type, use one weight heavier than the weight you intended to use. Avoid specifying small trademark and register mark symbols to print in reverse, as they may fill in when printed. Very small type often requires additional preparation in order to ensure the clarity with which it prints - especially reversed type.

Rules: The minimum rule weight is 1/2 pt. (3/4 pt. if used for trapping).

Dot Size: Dots should be at least 1/2 pt. in diameter. This includes text leaders (.....).

Drop Shadows: The minimum drop shadow offset is .007".

Screens and Graduated Screens: Graduated screens should range from a maximum of 95% to a minimum of 3%. Graduated screens should reduce to a minimum of 3%. Below 3%, the quality is inconsistent. Flat and graduated screens usually run at 111 LPI, Four-color process screens are usually run at 161 LPI. If a color will be printed as a solid and a screen on a label, we may prefer to run the color in two ink stations. This permits us to maintain both solid coverage and fine detail at the same time. Film output is 2400 dpi.

Margins, rule outlines, or copy need to be no less than 1/16th" away from all edges of a label.