
ARTWORK FILE STANDARDS

Preferred File Formats

Our preferred file format to work with is a high-resolution PDF. When sending a PDF document, make sure the content creator does not say "Scribus".



We can accept Adobe Illustrator files as well. Please be sure to consult with your representative.

Fonts

To ensure that fonts are printed properly, prepare your files for print by sending the fonts with your project and ensure text is turned into outlines.



Turning text into outlines essentially turns each letter into an image. While this means that text can no longer be edited, it is essential in preparing artwork because the file no longer relies on a font file to render the artwork.

Links

Ensure all placed or linked images are correctly embedded into your final figure files.



PREPARING ARTWORK



Outline Fonts

To ensure that fonts are printed properly, prepare your files for print by sending the fonts with your project and ensure text is turned to outlines. Turning text to outlines essentially turns each letter into an image. While this means that text can no longer be edited, it is essential in preparing artwork because the file no longer relies on a font file to render the artwork. One recommendation is to save a separate version of your artwork with text not outline so that you can still edit the original artwork.

How to Outline Fonts in Adobe Illustrator

- Select your text. If you have many layers and text, you can also select all objects in your artwork (CTRL+A).
- Choose Type > Create Outlines from the menu



Embed Links & Images

Ensure all placed or linked pictures are correctly embedded into your final file.

How to Embed Links & Images in Adobe Illustrator

- Choose Window > Links
- Select the links by clicking on them. Hold down CTRL to select multiple links, or SHIFT to select a series of links. In the upper righthand corner of the links palette, click the dropdown menu and choose Embed Link(s).

FILE STANDARDS CHECKLIST



File format must be:

High-Resolution PDF

*check content creator on PDF files to make sure it does not say "Scribus"

Adobe Illustrator File

*can accept AI and PS files as well. Consult with representative.



File must be a minimum of 300 DPI



Dieline is at 100% size and on its own layer and separation

Layer should be named "dieline"

Separation should be built in a spot color swatch



Build in at least 1/8" of bleed around all sides outside of dieline



Allow for 1/16" of space inside the dieline to create "safe zone"



All type and fonts converted to outlines



All links embedded



File is in CMYK



Call out Pantone colors



Barcodes are live and not images