Artwork Acceptance Criteria

Artwork

1) Artwork should be with actual size with correct dimensions.

2) Artwork should be provided in Adobe Illustrator (.ai) file

3) Used picture resolution should be 300 dpi and in layered PSD format. Special colors preferable in separate channels.

4) Pantone # should be defined for any special color used in the design.

5) White separation should be defined clearly for Full Patch, Registered, Transparent or metallic areas.

6) Metallic shades can't be printed on digital routes, so combination of CMYK will be used to achieve that effect.

7) Shade reference (EFI/GMG/Sample) should be provided along with artwork.

8) Structure information with surface/reverse print should be provided.

9) First stable printable dot – 1% for CMYK

10) Bleed = 1 mm on all sides

Text / Fonts / Barcode:

1) Artwork should be provided with all texts/fonts converted to outlines, curves, paths.

2) Positive text / line thickness should be minimum 0.12mm.

3) Negative text / line thickness should be minimum 0.14mm.

4) Minimum text size – Positive – 4 point and Reverse – 5 point

5) All Negative Texts appearing on multi-color background should be with single color casing.

6) Minimum Barcode size should be 30mm (W) x 21mm (H), 80% magnification for verification purpose.

Customer needs to send shade matching reference or clear instructions to match shades with pantone given in the artwork before processing artwork.

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