

Artwork guidelines

Software & Delivery

File Formats Guide

Collotype can accept data in nearly all formats, however we recommend that artwork be created using:

Adobe Illustrator (.AI/.EPS) – up to version CS5
 (CS4 is preferred)

Do not supply PDF files as final artworks and always supply linked images that can be edited in Adobe Photoshop

Artwork for labels should not be supplied in:

- CorelDraw
- QuarkXpress
- Microsoft Office
- Web & multimedia applications

Files created in older versions of Adobe are acceptable, but could convert with inaccuracies.

We work with Mac OS X applications, however most Mac's can support PC graphic applications provided fonts are outlined before supplying artwork.

Please keep in mind that Microsoft programs (word, power point etc) are not graphic programs. The artwork in these programs has to be converted to our specific graphic programs & some inaccuracies may occur.

Collotype Labels are able to use some file types supplied in these formats, but they are not the preferred format. Any extra work incurred due to the lack of editability will incur extra production costs.

Imagework

Adobe Photoshop - up to version CS5

Wherever possible, type should be set in the Illustrator file and not be added in Photoshop.

Delivery

Please supply the artwork using one of the following methods:

Email: art@collotype.com.au

Create a .zip archive before emailing. Up to 7MB supported

FTP:

Address: [ftp.collotype.com.au](ftp://ftp.collotype.com.au)

User: collotype

Password: labels

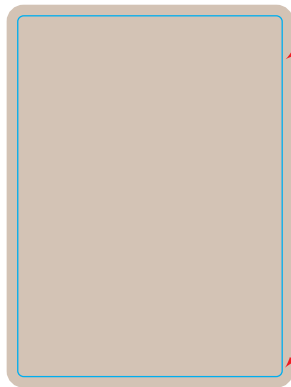
CD/DVD: Please mail a disc to the above address

If you have any questions please contact your Collotype Labels Sales Representative

General Artwork Setup

Cutter

When constructing an artwork for a label, always include a cutter line that reflects the size and shape of the finished product.



The cutter shape is to be defined as a 0.5pt keyline of a spot colour named "Cutter" coloured as 100% Cyan equivalent.

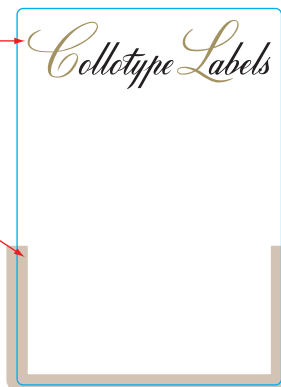
The cutter shape needs to have the attributes set to "Overprint Stroke".

All sharp corners of the cutter need to be rounded to 0.8mm

Image Area

Please keep all text and graphic elements 1.5mm away from the edge of the label (cutter).

All graphics and type need to be at least 1.5mm away from the edge of the label.



Borders that follow the shape of the cutter need to be at least 1.5mm wide on the inside of the cutter. This will prevent borders from looking uneven due to slight cutting tolerances.

Artwork Size

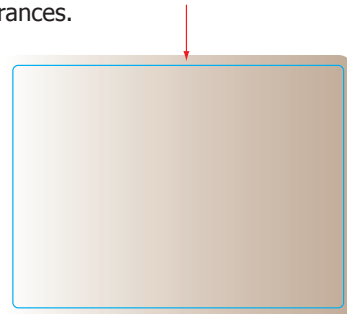
Always set the size of the artwork to the actual size. Please state the size of your label on the artwork and supply a printout at 100% of the label size.

Dot gain compensation

Only supply uncompensated files. We will apply the appropriate dot gain curves if necessary. For further clarification please see the information contained under press-ready artwork.

Bleed

Collotype requires a minimum of 2mm bleed on all elements that print over the edge of the labels. This is required to prevent white lines appearing on the edge of the labels due to cutting tolerances.



Colouring



The number of colours to be printed is to be marked in a legend. Process colours, spot colours, foils, screens, embosses and graining patterns clearly marked.

Pantone PMS colours need to be correctly defined in the artwork, or custom colours named & clearly noted.

Illustrator Guidelines

Illustrator CS4 is our preferred Artwork format.

As per the Label Printing Industry standard, Collotype uses a workflow that requires all supplied artwork to be editable in Adobe Illustrator.

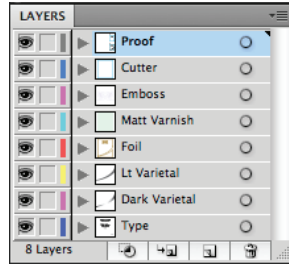
Layers

Please use layers to construct artwork - do not flatten layers.

If a layer is hidden, or not meant to print – delete it. This will enable editing artwork simple.

A simple layer construction is shown at right:-

- a layer that contains black type
- a layer for each spot colour
- a foil/foils layer
- a varnish layer
- an emboss layer
- a cutter layer
- an instruction layer.



This is a sample to illustrate how an artwork can be broken down into layers for more accurate and efficient colour separating and trapping. Layer structure will depend on the requirements of the artwork.

Fonts

Artwork should be supplied with fonts live.

If possible, an additional file should be supplied with fonts converted to outlines, titled with 'OL' in the file name. This should only be applied to a copy of the original file, because outlined text elements can not be changed if a correction is required.

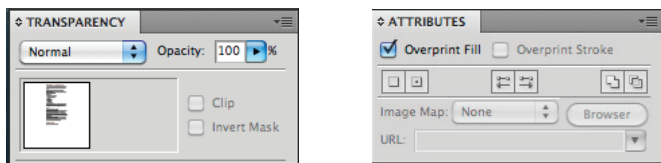
All black type needs to be set to overprint the background. Fine reversed type should be opened up by 0.1pt stroke to prevent the text from filling in on the press.

Do not reverse fine type out of process colours or define fine type in process colours. Use spot colours instead.

All fonts used in the job are to be supplied with the artwork – Do not send us your entire font library, or fonts not used.

Transparency Effects

Wherever possible, please do not apply any Transparency Effects in Illustrator, but leave them at normal opacity, 100%. Photoshop is a better tool for transparency for reproduction, and will provide more desirable print results, and is more user friendly to trap further on.



If type or graphic elements need to overprint a background, please set them to 'Overprint' in the Attributes panel.

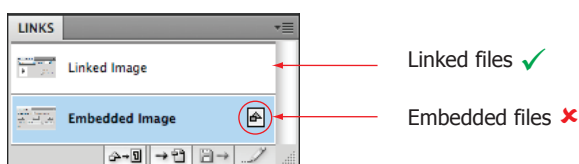
Note it is important to keep all vector artwork that has no transparent effects in Illustrator as vector art, and do not rasterise it in Photoshop.

Links

Do not embed any linked images placed in Illustrator.

The linked high-res images must be supplied with the artwork file.

We have very little control over embedded images.



Trapping

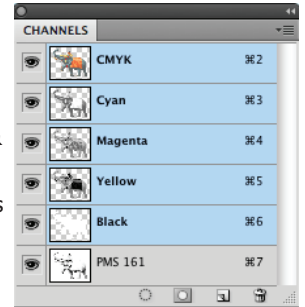
Do not attempt to trap any parts of the artwork. Collotype labels has advanced software to do this in accordance with our press specifications.

Photoshop Guidelines

Please supply layered Photoshop files with all artworks.

Images need to be high resolution – minimum 300dpi when the image is placed at 100% in the artwork.

Final files should be CMYK, plus spot channels if required. If you supply an RGB file, it will be converted and a colour shift may occur, or we may request your artwork to be corrected & resubmitted.



If the image is to have a spot colour as a separation – save it using DCS2 format, and allocate the correct colour to the required spot colour channel.

Please ensure there is enough bleed past the edges of the visible image area of a minimum of 2mm.

Please do not flatten layers – supply to us the layered working Photoshop file as we often need to edit the file. Delete any unnecessary excessive layers to reduce the file size.

Bitmap images have to be at least 1200dpi or higher without any compression.

Do not save as CMYK jpeg or RGB jpeg for final linked files as loss of quality is likely to occur.

We prefer raster images to be in uncompressed format. Please do not submit or place JPEG's or other compressed formats into artwork.

Do not create text or linework objects in Photoshop – Illustrator is the tool to use for text.

If possible, create all shadows & transparency effects in Photoshop. It is a lot more user friendly to separate and edit than creating them in Illustrator.

Barcodes



If a barcode in the artwork is to be created by Collotype Labels, a space & positional is to be defined clearly marked as "Positional".

Collotype's standard procedure is to replace all supplied barcodes with barcodes created by

Esko-Graphics' Bar-x software. In case you use the same method to create barcodes, please set the BWR (bar width reduction) to 35 microns. Please note that Bar-x software utilises a default font to create the visual barcode number that may vary from your supplied barcode font.

Proofing Guidelines

All digital files supplied must include a proof.

Please include a copy in Adobe PDF format of each artwork delivered to Collotype Labels. If you decide to make changes to an artwork and resupply a new Illustrator file to Collotype, please also include a new PDF reflecting those changes to your Collotype Sales Representative.

Always provide a colour target for artwork that includes 4 colour process elements. Collotype will then create an Epson GMG Proof that matches your supplied target in accordance to Industry Standard.

This proof is generated reflecting the printing technology that will be used to print your labels. This proof is then used as the final colour target on the printing press.

Press-Ready Artwork

Collotype Labels has the technology and experience to produce labels that include all of your specified requirements. Some of our presses can be reconfigured but others are static. If it is your wish to set up your artwork ready for printing, please email a PDF of the finished design to your Collotype Sales Representative and advise them of your required label print quantity. This will allow us to allocate your design to the most effective print technology. Once this is done, a Collotype team member will contact you and advise you of the required print sequence and the trapping that needs to be applied.