



Flamingo Label

SUBMITTING DIGITAL ARTWORK GUIDELINES

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To Our Valued Customer:

Flamingo Label would like to familiarize you with our Artwork & Digital File Guidelines.

MEDIA REQUIREMENTS:

CD, DVD or E-mailed Art

ACCEPTABLE GRAPHIC FORMATS:

- Quark Xpress 5 or earlier version(.eps or .qxd)
- Adobe Illustrator CS3 or earlier version(.ai, .eps, .pdf)
- Adobe Photoshop CS2 or earlier version (.jpg, .jpeg, .bmp, .psd, .tif, .tiff, .pdf)
- Adobe Acrobat 7 or earlier version(.pdf)
- Adobe Indesign

UNACCEPTABLE GRAPHIC FORMATS:

- Corel Draw
- Adobe Pagemaker
- Microsoft Office - Word / Excel / Powerpoint

NOTE THIS INFORMATION:

- * All file formats that have images linked, placed, or embedded in them will need that original file sent along with all other files.
- * Color Separated Camera Ready Artwork (laser printouts, print ready PDF's).
- * Vector Data is preferred over Raster Data for type and line illustration.
- * Text should be no smaller than 5pt. (Serif fonts are not suggested).
- * Although this information is provided, the use of customer artwork is based solely on our ability to convert. Some modifications may still be required and can be chargeable.

FILE COMPRESSION SUPPORTED

We can currently accept STUFFIT & ZIP compressed files.

FONTS & TEXT

All fonts should be supplied. Fonts with Bitmap, Outlines or Adobe Type 1, should be included. True Type fonts are accepted. If you do not have access to the fonts, they may be converted to paths or curves. (NOTE: fonts become uneditable when converted to outlines).

4 COLOR PROCESS, COLOR MODES, AND ACCEPTED ARTWORK

Make all artwork CMYK, GRAYSCALE, or PMS SPOT color mode. Raster file formats JPG or JPEG, PSD, EPS, & TIF or TIFF are used for color photos and black and white halftones. These files should be 300 to 600 dpi minimum (1200 dpi is suggested for line copy and illustrations) to insure the highest quality production of your artwork. We do not accept RGB color mode because there is a color shift going from RGB to CMYK. (Color turns Darker almost 25% to 35% and Black prints almost in every color) When Black is used in a design it needs to be 100%. Black do not need to be stacked. (C=0 M=0 Y=0 k=100) Spot Colors need to be placed and called out in files. In Gradients and Screened areas we are able to utilize from 100% to 5% of the values which will result in a smooth toning of colors.

LET US CREATE IT FOR YOU!

Do you need us to create the artwork for you? We will need a Clean Fax Copy, Raster File Format, or a sample of your artwork for logos or type styles to be matched. We will also need colors called out for separations. (NOTE: If the correct fonts are not supplied, we will find the best match and contact you for approval).

Our Art Department can assist you with questions pertaining to this document or the use of bar codes, trapping colors and more. Feel free to contact our Art Department @ 1-800-535-6399 with any questions today!