

Art Department Specs

A Provider of Engineered Solutions



Label Company, Inc.

Submitting Art Files

Fonts

All fonts should be supplied. All fonts should be converted to OUTLINES. This will eliminate any font requirements.

Graphic Format

Vector Data is preferred over Raster Data for type and line illustration. When sending Illustrator files please supply all fonts outlined as well as the fonts themselves in the event we need to make changes to the text.

Raster file formats EPS, TIF, PSD & Hi-Res JPG are used for color, black and white photos and artwork. These files should be 300 dpi minimum at 100% of size to insure the highest quality production of your artwork.

Adobe InDesign and Quark are supported applications. Please provide package or collect off the entire job.

Our Art Department can assist you with questions pertaining to the use of bar codes, minimum point sizes, reverses in artwork, trapping colors and more. Feel free to Email: Art@whitlam.com today!

Platforms

- Mac Or Windows

Preferred Formats

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Quark

Media Requirements

- CD or DVD
- Floppy
- FTP
- Email
- USB Flash Drive

Acceptable File Application for Artwork

1. Adobe Photoshop, up to CS4

Requirements:

- NO less than 300 dpi
- Layered PSD's
- Include all fonts
- Remove all unused channels

2. Adobe Illustrator, up to CS4

Requirements:

- Remove all spot colors that are not being used
- Change all fonts to outlines
- Supply all fonts in file (in case of changes)
- All linked art must be supplied
- We will not be able to alter embedded art

3. Adobe InDesign, up to CS4

Requirements:

- All fonts
- All art
- InDesign file
- Remove all unused colors

Please package the job with report MAC or Windows Platforms

4. Quark, up to 6.5

Requirements:

- All fonts
- All art
- Quark file
- Do not use printer effects
- Remove all unused colors

Please package the job with report MAC or Windows Platforms

5. File Transfer:

- File Transfer Via:
ftp://ftp.whitlam.com
- Email: www.art@whitlam.com & sales Representative
- CD
- Flash Drive



Requirements for Customer Supplied Art

Although the following information is provided, the use of customer art is based solely on our ability to convert. Some modifications may still be required. Fonts: All fonts should be supplied as Adobe Type 1. True type may be used only when the art is in our preferred format. Type may also be converted to paths to eliminate any font requirements. (Compression software supported Stuffit & Zip)







Art Standards	Positive	Reverse	Traps
Minimum Point Size	4 point	5.5 Point Bold	.012
Rule Lines	.006	.012	

With type reversed or knocked out - the use of serif fonts is not recommended. A best result for trapping (if colors permit) is to have a .008 to .012 overlap. This will prevent a white line from appearing between the two butted colors. All copy should be .0625 from inside edge of die. Border bleeds should be at least .060 outside die.

UPC - Codes		
Scale	Full	Truncated
100%	4 Point	5.5 Point Bold
95%	.006	.012

Other- Codes
1. Narrow Bar width of .0075".
2. Ratio of 3.0
3. At Least .625" high with Human readable
4. 1/4" quiet zone each side or 10 times the narrow bar element, (whichever is greater).

The bar width reduction for normal bar codes is .0015 mils. If the bar codes run in the ladder direction .002 mils is required. We prefer to reset the codes to ensure the correct setup, but you must provide enough space in the design. Before creating an output file, contact our Art Dept. for assistance with the proper method and file format.

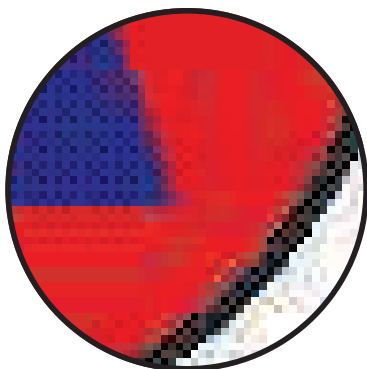
EPS	Encapsulated Post Script		.01388 = 1 Pt.
PS	Post Script		.02777 = 2 Pt.
TIFF	Tagged Image File Format		.04166 = 3 Pt.
DXG	Drawing Exchange File Format		.05555 = 4 Pt.
IGES	International Graphic Exchange Standard		.06944 = 5 Pt.
PDF	Portable Document Format		.08333 = 6 Pt.
AI	Adobe Illustrator		
FH9	Macromedia Freehand		

Art Requirements for Customer Supplied Art

Raster graphics are square pixel maps. To understand better, take a piece of graph paper and fill in the squares to form an image. A straight line would consist of all the squares in a row filled in from the start of the line to the end. For curves and diagonal lines, you would have to stagger the squares to create the image, thus showing a stair step effect or a jagged edge. Raster graphics are created in paint programs such as Adobe Photoshop (R), PC Paint, or Corel PHOTO-PAINT.



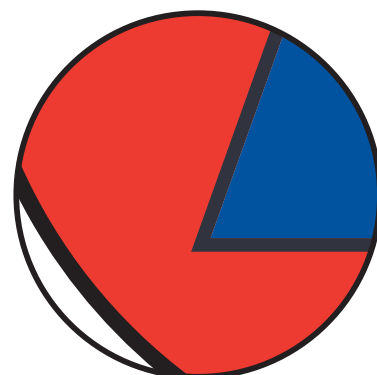
When you increase the size of a raster graphic image the stair step effect gets larger and more evident.



Vector graphics are objects created by defining coordinates and points. For example, a line is defined as the connection between two points with a given dimension and width. Vector graphics are created with drawing programs such as Adobe Illustrator (R), Macromedia (R) FreeHand (TM) or CorelDRAW (TM)



Vector images are objects that can be any size. Resizing a vector image is a smooth mathematical function. In general, vector images can be resized as small or as large as your software application will allow with no effect to the image quality.



Requirements for Customer Supplied Art

Raster graphic files are nothing more than pixel maps, made up of thousands of pixels filled and unfilled. Both filled and unfilled pixels will be stored as data, making this type of file much larger. The higher the resolution (dpi) the smaller the pixel and the better the appearance. Any editing is done pixel by pixel, making it very difficult and time consuming.

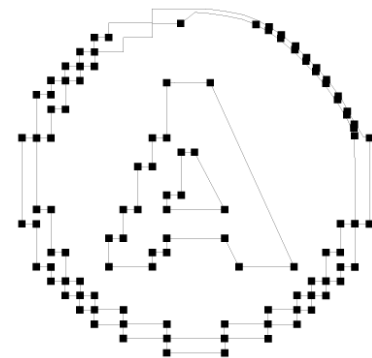
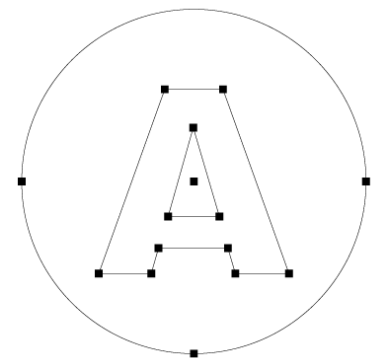
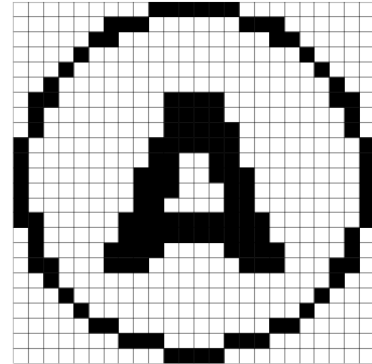
The easiest way to get your logo into the computer is by scanning, and a scan is nothing more than a pixel map. This means your scan will be stored in a raster format. Although this is a quick and low cost method, it is not commended for line illustrations because of the jagged edges.

Images like photographs can only be stored using raster technology. In this case images should be constructed at the highest resolution possible with a minimum of twice the intended output resolution (dpi).

Vector images are objects and not defined with any resolution. A circle is defined with geometric proportions and positioning. These objects can be selected, edited, scaled and trapped with ease, and can be output at their solution (dpi) of the device.

There are software programs like Adobe Streamline that convert black and white raster data to vector data. They will average the points during translation leaving some cleanup required.

Clean up consist of manually moving, adding or deleting the points within the image to create the desired results.



Graphic Design

Our dedicated experts in our pre-press department can help you with all your pre-press needs from Graphic Design, too electronic layout and assembly, Image scanning, and Color Correction.

Graphic Design

Need Graphic's, we can help. We have internal graphic designers that are specialists at label graphic design and understand what looks best and works best with our technology. We will consult you throughout the design process and will have ample opportunity to make changes if you choose. Our goal is to produce designs that meet all your expectations.

Need Art Work? If you need Graphics, fill out the following questions.

1. What is the label size?
 - (Overall size of the label)
2. What are you looking for?
 - Example: modern feel, classic feel, etc.
3. Is there a specific font type, style, & color you are looking for?
 - Uppercase, lowercase, or mixed type?
4. Any special effects your client is looking for?
 - Gradient, drop shadow light/dark, etc
5. Are there sections of type or ingredients?
6. What would you prefer Photographs or illustrations?
7. If using photographs, will we need to crop anything out?
8. Is there going to be a border? What color? How thick?
9. Do you have any printed pieces or samples to match for color or style?