

## PREPARATION GUIDELINES FOR ARTWORK

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Following these preparation requirements will aid in a smooth conversion of your product artwork and avoid possible processing delays, extended turnaround time and additional charges.



### APPLICATIONS

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Use a “spline-based” illustrator program such as Adobe Illustrator as the application of choice. Although Quark is popular in the publishing industry, it can be troublesome with conversions to plate process and label design for the packaging industry.

#### Illustration applications:

- Adobe Illustrator
- Freehand

#### Bitmap & Imaging Applications:

- Adobe Photoshop

#### Page Layout applications:

- Indesign
- QuarkXpress
- Adobe Acrobat Pro

### TRAPS, SPREADS, AND CHOKES

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An overlap or underlap of colors is necessary to provide correct registration. Butt fit and Outline artwork should be avoided. When using overlap, dark colors should overprint light colors. When using choke or spread, maintain the characteristics of the type by spreading or choking the lightest color.

### BARCODES FOR TYVEK®

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- Medium density—narrow bar / space width of 0.0115”
- Bar width reduction—0.003”
- Ratio—3.0
- Color—Black, dark green or blue. Red and yellow will not scan.

**Any deviation from these requirements should be discussed before artwork is accepted.**

## **PREPARATION GUIDELINES FOR ARTWORK**

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**TOLAS**

**Healthcare Packaging**  
**An Oracle Packaging Company**

**905 Pennsylvania Blvd**  
**Feasterville, PA 19053**

**215-322-7900**

**www.tolas.com**

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**ISO 9001:2000 Certified**

### **FONTS**

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Supply all Postscript or Opentype fonts used including both screen and printer faces. If unable to supply the fonts with the job, list what fonts are used and what foundry created them.

A light version of a sans serif face is preferred for printing on Tyvek® and uncoated paper. Examples are Helvetica Light, Universal Light and Futura Light. Most other type faces can be used on films and foils that are print treated and have a polyester print surface.

Avoid Truetype fonts as they are considered low resolution scalable fonts and are unsuitable for printing over 600DPI. If artwork must be created with Truetype fonts, the job's text will be converted to paths/outlines and will need additional work for typos or changes.

### **POINT SIZE**

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A 5 point type is the minimum on all materials except Tyvek® and uncoated papers, which have a 6 point type minimum. An 8 point bolded type is minimum for reversed out type.

### **SCREEN RULINGS AND TINTS**

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A 65 line screen ruling with values ranging from 5-50% is preferred for Tyvek® and uncoated papers.

### **FILES, FILE FORMATS AND PROOFS**

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Include all files associated with the artwork. Provide high resolution scans (300DPI or greater) with your artwork for us to check your files against. Include a hardcopy of the finished artwork (in color if more than 2 colors).

**TOLAS** supports the following storage formats for Macintosh and Windows created artwork:

- Iomega Zip file (100 MB thru 750 MB)
- email
- Opticals (CD/CDR/DVD/DVD-R/DVDRAM)
- Memory Cards (USB, CFII)

**Preflighting your files can make the process efficient.**

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Tyvek® is a DuPont registered trademark.



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## PREPARATION GUIDELINES FOR ARTWORK TERMINOLOGY

### **BLEED**

To print an area beyond the cut edge or score so that the design is either cut off or folded under, resulting in printed area that extends completely to the edge.

### **CHOKES**

Technique of slightly reducing the size of an image to create a hairline trap or to outline.

### **COLOR KEYS**

Photographic positives of the separation negatives in generic color.

### **COLOR PROOF**

A printed or simulated printed image of each color using inks, toners or dyes to give a simulated impression of the final reproduction.

### **COPY**

Material, including art and text, submitted for reproductions. The term is also used to refer to the final printed result.

### **DIE LINE**

The line or marking on a tracing that indicated where the blades of the die should strike in cutting.

### **DRAW DOWN**

A swatch of color or coating made by spreading two or more droplets of ink or varnish across a sheet of stock; made for visual analysis or testing.

### **EYE MARKER/EYE SPOT**

A small, rectangular printed area, usually located near the edge of a web or design, to activate an automatic electronic position regulator for controlling register of printed design with subsequent equipment or operations.

### **FILL-IN**

Generally used to refer to the open portions of small type and half-tones filled by ink.

### **FONT**

Complete assortment of all the different characters of a particular style and size of type.

### **FONT FILES**

Any program relies on the use of fonts that are on the user's computer. They are not contained in the program itself. Hence when you take your file to a different computer and that computer is not loaded with a font or part of a font used on your design, it will not print as expected.

### **LAYOUT**

Preliminary arrangement showing position, sizes, color and other details of the final design.

ART REQUIREMENTS



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## PREPARATION GUIDELINES FOR ARTWORK TERMINOLOGY

### **PREFLIGHTING**

To go through all the elements of the print job before the files are sent to the printer to make sure all the elements needed are present and all the elements contain the proper formatting, trapping, sizing, resolution etc.

### **PROOF**

A trial print, produced by any method, for examination of editing, to be marked for necessary corrections for approval.

### **REPEAT**

The printing length of a plate cylinder, determined by one revolution of the plate cylinder gear.

### **REVERSE OUT/ REVERSE PRINT**

Printing on the underside of a transparent film. Design in which the copy is “dropped out” and the background is printed.

### **SCANS AND EMBEDDED FILES**

Scanned bodies of type used as copy, or embedded type in Photoshop files are unacceptable. Type must be set in an illustration program.

### **SCREEN AND PRINTER FACES**

There are two types of a font needed to produce a job. The screen face is for viewing and the printer face is needed to print.

### **SCREEN COUNT**

Designated by the number of halftone dots in one linear inch of perpendicular or horizontal ruling.

### **SPLINE BASED**

Software that allows fonts to be converted to outlines.  
From this:



To this:



### **SPREADS**

Technique of slightly enlarging the size of an image to accomplish a hairline trap with another image.

### **TRANSPARENCY**

A full-color photographically produced image on a transparent film.

### **TRAPPING**

To print one ink over another or to print a coating such as varnish over an ink. The first liquid “traps” the second liquid.

ART REQUIREMENTS