

GRAPHICS AND DESIGNS

This guide has been prepared to give graphic designers some basic rules to follow when preparing artwork for labels that are to be printed using the Flexographic (flexo) printing process.

Make Sure that you have the right to all copyrightable material!

MARTIN LABEL AND PRINT is not responsible for maintaining Food and Drug Administration guidelines.

ART/ FILE SPECIFICATIONS

SOFTWARE:

We have the ability to accept files in the following formats:

- Adobe Illustrator
- Adobe Photoshop
- Indesign
- QuarkXpress

RESOLUTION:

300 dpi minimum, 600 + dpi preferred for sharpest image

COLOR:

When a color is opaque enough to overprint a background color, do not drop out the background. When in doubt about color opacities, please consult Label Innovation for advice. Be aware when using graduated screen backgrounds, dots in the 30% to 60% range have greater gain on press than outside that range.

Spot color should be from Pantone (PMS) approved charts.

Please use CMYK not RGB, color separation is not necessary, however, their locations and PMS equivalent should be clearly marked.

FONTS:

Send all fonts used in your artwork. Remember to include font used in graphic files placed in your art. If you are unable to send us fonts, convert type to paths or outlines before sending us your art. Please note that no copy changes can be made to outlined text.

Type sizes: Minimum recommended for positive print in flexography – 5 point type. Minimum recommended for reverse print – 6pt bold thickness –preferably 7 to 8 pt. If bold thickness is not used, or if a stroke is added reverse type can close up when printed. Please pay special attention to “®” and “™” marks and make sure they are large and bold enough to reproduce in a readable manner.

BLEED:

Build in 1/8" bleed for any copy that runs off the edge of the label. Bleed accounts for movement when the die cuts the stock. It prevents the appearance of a white gap on the edge of your label if the die does not line up perfectly.

Sheeted or square corner labels may need special adjustments when art is to bleed off the edge. When a flexographic print plate wraps around its cylinder, the seam where the two ends meet or "butt" will always leave a slight gap. This gap results in a small-unprinted area, which will appear on the edge of the final, printed label as a white line. The location of this butt line varies depending on the label unwind. There are several ways in which to minimize or eliminate this white line

TEXT:

Never have text made up of process color. Please avoid having text as a drop out in a process color background, if it has to be, please make it a large, open style and bold.

LINES:

Avoid using less than 0.5 pt. rules. A rule finer than 0.5 pt. that has no copy near it may print wavy due to lack of support on the printing plate. Reverse rules less than 0.5 pt. may fill-in especially if there are large solid areas in the same color on the label. Outlines around text or objects should be no less than 0.5 pt. thick.

TOLERANCE TO DIE CUT:

For best results, make edge borders 1/16" wide and keep any artwork that does not bleed spaced 1/16" from the die. With any press movement, spacing and borders will still look consistent on all edges of the label.

SCREENS:

Screens may range from 100% to a minimum of 3%. Any screens below 3% may not reproduce correctly nor look as you planned on. Be careful with gradient screens. Too many screens side-by-side and overlapping each other may not only look awkward, but can create undesirable colors, and can lead to postscript errors that delay image setting and make the art unusable. Please note that screens that fade to nothing- in any color will show a hard line where the dots end.

If it all possible use gradient screens rather than blends

SCREEN ANGLE:

Best screen angles are Cyan 7.5, Magenta 37.5, Yellow 82.5, and Black 67.5 degrees.

SCANS:

All scans should be in "High RESOLUTION DOT" processed in CMYK not RGB.

TRAPPING:

Leave all trapping to be done by MARTIN LABELS AND PRINTS. Flexographic Printing requires larger spread, and line-to-line registrations of colors are not possible to hold on press.

LINE SCREEN:

Maximum 175-line screen for optimum print quality.