



# Graphic Submission Digital Guidelines

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We at Complete Design & Packaging are committed to moving your files quickly and error-free through our facility. Please help us do so by following the below guidelines for any graphic files submitted to our prepress department. For questions regarding graphics contact **Rene** at [rjack@completedesignpackaging.com](mailto:rjack@completedesignpackaging.com) or call 704.793.4400

## GRAPHIC FILE(S) AND SUBMISSIONS

- We require **high resolution PDF files**
- **Package graphic files including all fonts and links**
- Must be at 100% actual size and placed on the print side of the correct CAD
- Compress or Zip all files to drop on FTP site
- Layers within the graphic file should only have the approved graphics and CAD supplied
- Please remove all graphic elements and layers that should not print.
- **Make sure the graphics, CAD and DIMS are on separate layers**

## RESOLUTION

- Linked files must be no lower than 180 dpi and at 100% size.
- **Please Note:** Small logos and text, regardless of resolution, will not hold details.

## FONTS

- Submit as TrueType fonts, outlined, or both. **Outlined is preferred.**
- The smallest a font for positive fonts is preferred to be 8pts
- The smallest a font for negative fonts is preferred to be 10pts
- **Images with text need to follow size guidelines or readability will be compromised.**

Use thick fonts when printing a negative font so that it stays open and is easily read. With this in mind, it is also best to refrain from using serif fonts that could possibly fill in during the print process at the thinner areas of the font design.

See examples below of different fonts.

Serif Font

**Positive**

**Negative**

## LINE THICKNESS:

- Positive line (dark line on light background) needs to be no thinner than 1pt.
- Negative line (light line on dark background) prints best at 2pts. thickness

## BARCODES/QR CODES

- Submit as vector art and at 100% Black

## BLEEDS, TRIM EDGE & SAFE ZONE

- Need to be 1/4" (.25), this includes all raster images
- Remove graphics and or inks from tabs or bottoms of structures that do not need to print
- Any text or images that are not meant to run off the edge of your final printed piece should be at least 1/4" (.25) away from your trim/fold edge

## COLOR MATCHING

- Is best processed if we are supplied with a PMS color