

Graphic Submission Digital Guidelines

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 our guidelines for any graphic files submitted to our prepress department. For questions regarding graphics contact **René at rjack@completedesignpackaging.com** or call 704-793-4400

GRAPHIC FILES(S) AND SUBMISSIONS

- We require **high resolution PDF Files, Ai or EPS 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 (DIELINE).
- **Please check your current dieline and confirm it is the up-to-date CAD file before sending art files.** If unsure please contact your CDP Project Coordinator.
- Please remove all graphic elements and layers that should not be printed.
- **Make sure the graphics, and dielines are on separate layers.** (Figure 1)
- Adobe Illustrator is the preferred program to use when designing your graphics.

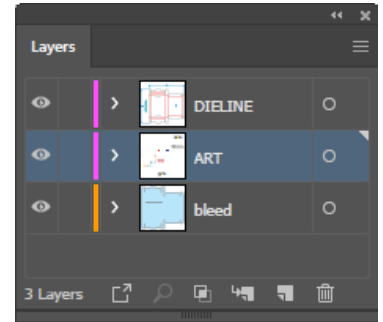


Figure 1

RESOLUTION

- **Linked /Embedded files must be no lower than 180 ppi (pixels per inch) OR higher than 300 ppi at 100% size.**
- PLEASE NOTE: Small logos and text, regardless of resolution, will not hold details. Refer to **Line Thickness** below.

FONTS

- Submit as TrueType fonts, outlined, or both. **Outlined is preferred.**
- The smallest size for positive fonts is 8pts. Please refer to **Line Thickness** for negative fonts. (Figure 2b)
- **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.

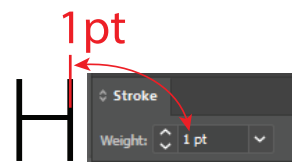


Figure 2a

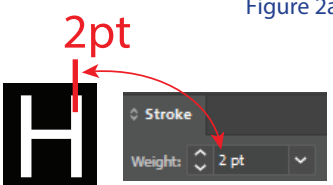


Figure 2b

Serif Font

Positive

Negative

LINE THICKNESS

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

BARCODES/QR CODES

- Submit as vector art and at 100% Black. Refer to **Line Thickness** above.

BLEEDS, TRIM EDGE & SAFE ZONE

- Need to be 1/4" (.25), this includes all raster images.
- Remove graphics and or links from tabs or bottoms of structures that do not need to print. (Figure 3)
- 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.

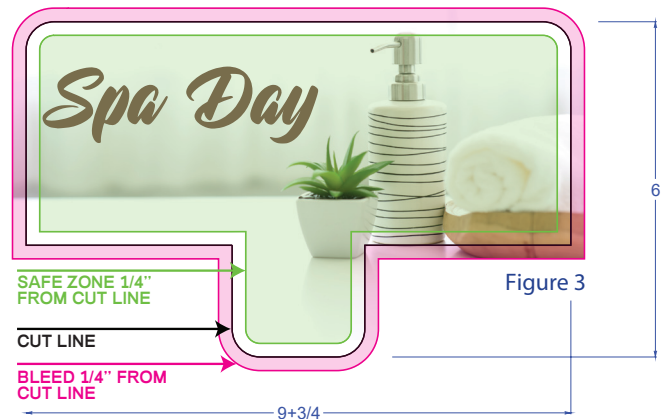


Figure 3

COLOR MATCHING

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