This guide outlines our technical requirements for print-ready artwork. These standards help ensure consistent, high-quality production results and avoid delays caused by incompatible or incomplete files.

## General Document Formats and Proofs

- Acceptable print art formats:
    - EPS, CDR, AI, PDF
- Art must be accompanied by an accurate JPG or PNG format proof for use as QC reference.

## Color Space

- All print art documents and art objects (vector and raster) within them must be CMYK color space.
- Vector objects may also use the approved Pantone 'PMS' "Pantone C" color library.

## Bitmap usage

- All bitmap objects and raster artwork must be 200dpi to 600dpi, with 300dpi being ideal
- Bitmap objects must be whole and continuous; no web-sliced bitmap objects can be present.

## Text objects

- All text objects must be vector objects or converted to bitmap.
- Do not use live text objects unless for variable data with font files supplied.

## Pantone callouts

- PMS (Pantone) colors must be from the "Pantone Coated" (Pantone C) color library. (Do not use PMS M, U, CV, Dayglow, Metallics, etc.)
- All colors can only be matched as **vector objects at 100% coverage with no transparency**.
    - PMS colors **cannot** be used in bitmaps.
    - PMS colors **cannot** be used in gradients.
    - PMS colors **cannot** be used underneath of transparencies or drop shadows.
- All PMS colors must be applied to the art objects via spot color swatches in the art document.
- All PMS colors must be called out in a legend on the art proof.

## Gradients and Gradient meshes

- Gradient meshes must be converted to a 300dpi bitmap object in the art document.

## Transparency effects and lenses

- Transparency effects must be flattened together with underlying artwork.
    - This includes but is not limited to:
        - Gradients with transparent stops
        - Drop shadows and glows
        - Vector objects with transparency effects
        - Overlaid bitmaps with transparencies
- *Transparent objects layered above bitmaps or vectors may result in printing errors.*

## Clipping masks and powerclips

- Top-Layer Clipping masks must not have any color fill or outline. Treat as a clear container.
- Bitmaps must be larger than the clipping object that contains them, so that bitmap edges are not visible within the clipping mask

## Object count

- Simplify art when possible, try and keep the number of objects in a document to a minimum:
  - 30 to 300 objects is standard on most logo art
  - "Complex" usually contains 1,000 to 3,000 objects
  - *Files with more than 5,000 separate objects (lines, shapes, or curves) can cause errors or even fail to print and otherwise cause delays.*

## Dielines and special spots

Use the swatch library stored here for the following purposes only:
- "CutContour" at hairline stroke width and 100% coverage for all dielines.
- "RDG_WHITE" for opaque white ink on foil
- G:0 does not print. Do not use G:0 in print ready art.