

Art & Prepress Specifications

The following is a summary of the acceptable file types, programs and layouts for submitting art to Communication Graphics. Should you need any help with designing or converting your artwork, we have a full-time design staff on-site available at very competitive rates. Contact us if you need our assistance.

CommunicationGraphics.net • (800) 331-4438 • info@communicationgraphics.net

UV Screen Printing Projects: prints 77 to 117 line screen. Finish: Spot = Gloss, Halftone = Satin
UV Flexo Printing Projects: prints 117 to 150 line screen. Finish: Spot = Semigloss, Halftone = Uncoated
UV Digital Printing Projects: prints near photographic - comparable to 1440 dpi. Finish: Satin

A. Art File Types Accepted

1. **AI Adobe Illustrator:** Up to CS5.5 (Illustrator 15) CS5.5 is preferred. Include all supporting images and fonts.
 2. **Ps Adobe Photoshop:** Up to CS5.5 (Photoshop 12). CS5.5 is preferred. Leave file in layers. File must be built at correct resolution:
Screen-printing: 154 ppi
Flexo: 234 ppi
Digital: 300 ppi
*See "Linescreen" paragraph for additional info on banner art.
 3. **ID Adobe InDesign:** Up to CS5.5 (InDesign 7). CS5.5 is preferred. Select File/Package prior to saving and sending file. Zip all packaged files.
 4. **PDF:** Refer to resolution requirements. Only PDFs that have been saved as editable can be altered.
 5. **CorelDRAW:** Save as Editable EPS. (Will require conversion to Illustrator. Design charges apply.)
 6. **Freehand:** Save as Editable EPS. (Will require conversion to Illustrator. Design charges apply.)
- B. File types accepted for conversion to Illustrator (possible design charges may be applied) include:
1. **Macromedia Freelance** (saved as editable EPS)
 2. **CorelDRAW** (saved as editable EPS)
 3. **GIF, PNG and JPEG** type formats should be created 300 ppi at actual size for front artwork.
 4. **GIF, PNG and JPEG** type formats can be as low as 150 ppi in screen printing coupon on back of decal.
- C. File types not accepted include:
PowerPoint and **MS Word** documents.
- D. Send files to:
1. To upload to our art server, go to <http://upload.cgilink.com/artupload/login.php>. Obtain your password from your Communication Graphics account executive. If uploading or emailing your art, attach a PDF or JPG for viewing, or ...
 2. Mail CD or DVD to your account executive at: Communication Graphics Inc, 1765 North Juniper, Broken Arrow, OK 74012. Include all linked image files, fonts and include a color print of your image.

Fonts

- A. Include Mac fonts with file.
- B. Convert PC fonts to "paths/outlines/curves."
- C. Note on point size, minimum for readability is 6 point.
 1. On screen-printed jobs, reverse type in a half-toned or 4cp area must have a black or dark outline around the letters as the line-screen or dot pattern creating the reverse letters will appear as unsmooth edges on the finished job print. Vector art reversing out of spot colors will have smooth edges.
 2. The higher resolution of flexo and our UV digital printing provides smoother edges.

Traps

- A. We will build traps (overlapping colors) for you. If you'd like to build them into the artwork, here are the guidelines. The same trap will apply to all images:
 1. Screen-printing: 2-point (1/36") trap lines.
 2. Flexo printing: 1-point (1/72") trap lines.
 3. Digital printing: no trap lines.
- B. Screen-printed jobs have larger traps to account for standard 1/32" movement.

Margins and Bleeds

- A. Screen-printing and digital printing: 1/8" or .125" margin is required between the active area (artwork including image or type) and the die-cut or trim lines. Bleed should surpass the border of the piece by 1/8" or .125". Special orders may be placed for 1/16" or .0625" margins by contacting your account executive when placing the order. Items that will be polyurethane domed require a 3/32" margin.
- B. Flexo printing: 1/16" or .0625 margin is required between the active area (artwork including image or type) and the die-cut or trim lines. Bleed should surpass the border of the piece by 1/8" or .125".

Line Screen, DPI (dots per inch) and PPI (pixels per inch)

- A. Screen-printing: standard is 77 dpi. Provide artwork at 154 ppi.
- B. Flexo printing: standard is 117 dpi. Provide artwork at 234 ppi.
- C. Digital printing: near photographic, comparable to 1440 dpi. Provide art at 300 ppi.
- D. Banners & large format (based on viewing distance)
 - 1-3 Feet: provide artwork actual size at 300 PPI
 - 3-5 Feet: provide artwork actual size at 150 PPI
 - 5-10 Feet: provide artwork actual size at 100 PPI
 - 10+ Feet: provide artwork actual size at 72 PPI

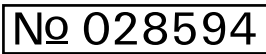
Minimum and Maximum Sizes

- A. Screen-printing:
.25 x .25 minimum to 26.25" x 37.25" maximum.
- B. Flexo printing:
.25 x .25 minimum to 10" x 17" maximum.
- C. Digital printing:
.25 x .25 minimum to 48" x 96" maximum.
- D. Laminating:
.25 x .25 minimum to 31" x 40" maximum.
Call for lamination of larger parts.
- E. Welded Banner: 30' x 30' maximum.

Colors

- A. Specify Pantone coated colors for spot-color screen and flexo printing. For 4 color process printing, specify a Pantone color if there is a large area or logo to closely match. Use coated Pantone numbers for closest reference.
- B. Digital printing is four-color process – CMYK plus white if specified for clear substrates.

Serialization:



- A. Foil stamp on material: Serialized numbers .25" height x 1.375" width, six numerals preceded with "No". Foil is not resistant to solvents.
- B. Thermal-imprinted 2.125" x 3.375" cards: Any combination of numbers or letters may be formatted within the active area within .015" or 1/16" from the trim edge. Resistant to solvent. Windows-system fonts. We recommend no smaller than 6 point. No bleed.
- C. Ink Jet: Maximum size is 1.875" height by 9" width. Most Tru-type fonts available. Black, red, green, blue are standard colors for numbers up to 1". Sizes above 1" in black only.
- D. UV Digital printing serialization: Any number and size is available through our variable data program. See details below

Variable Data – Digital Printing

- A. Our UV digital printer can print variable data as supplied by you. Each piece can contain a different name, number, price --- whatever you specify. Keep active area 1/8" from trim and/or kiss-cut.
- B. Send data in Excel spreadsheet format with file saved at text-tab delimited. For bar codes or photos, send all placed images and we will sort them per your instructions.

Bar Codes



- A. UPC or EAN: provide in vector format.
- B. Minimum of 1.469" x 1.02".
Maximum of 2.938" x 2.04".
- C. Bar codes are printed black on white only. May not be printed over a half-tone gradient or photo.

QR Codes



- A. Quick Response (QR) code is a mobile phone readable barcode encoded with a URL link or other information. The resolution of average present-day camera-enabled portable devices is intended for QR code version 4 or lower with 2cm or .85 inches across for fine-resolution printing such as offset or digital (Source: directmarketingconcierge.com). A QR code of 1" across is recommended for flexo printing. A QR code of 1.25" is recommended for screen-printing.
 1. Customer is to generate and test the actual QR code prior to sending camera ready artwork (at print size) to Communication Graphics, Inc.
 2. We do not recommend laminating or gloss clear coating parts with QR codes as reflections may cause misreads.
 3. Due to the various types and quality of device readers used by consumers, QR codes are not guaranteed to be read by all devices.

Thank you for your business. We are happy to help you with concepts and distribution ideas along with our superior printing services. Just let us know how we can help you!



The Printing Company

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