



# Guidelines For Electronic Art

## SUPPORTED APPLICATIONS: (Listed in order of preference)

- Macromedia FreeHand for Macintosh - version 10
- Adobe Illustrator for Macintosh - version CS
- Quark XPress for Macintosh - version 6
- Adobe Photoshop for Macintosh - version CS
- PCC Artworks Art Pro - version 6.5 A

## Other Applications:

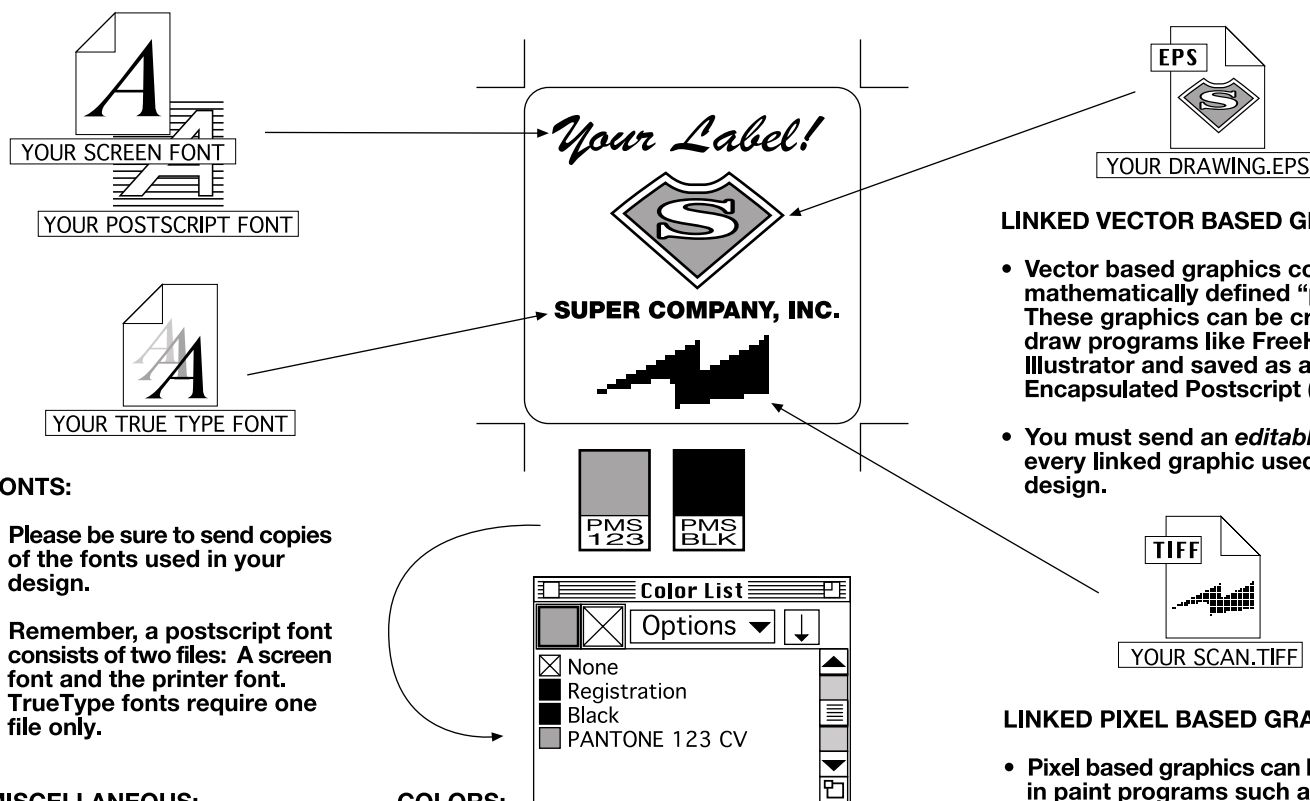
Artwork created using software platforms not listed may or may not be accepted. Call your Grace Label customer service representative at (515) 256-2000 or 1-800-333-5225 with questions and/or concerns.

## SUPPORTED MEDIA:

- 3.5" "floppy" diskettes
- CD
- DVD
- Iomega Zip 100 MB removable media

## IMPORTANT:

It is preferred that fonts be converted to outlines. Freehand and Illustrator files should be save back to version 8.



## FONTS:

- Please be sure to send copies of the fonts used in your design.
- Remember, a postscript font consists of two files: A screen font and the printer font. TrueType fonts require one file only.

## MISCELLANEOUS:

- Please try to avoid sending "extra" files. Unnecessary art work creates confusion which could cause errors to occur.
- Whenever possible, Grace Label will attempt to process your artwork through the sole use of electronic medium. The benefits are lower cost, better speed, and higher quality.
- In flexo printing, no less than a 2% dot can be transferred to the plate. Please keep this in mind when building screens and vinets.

## COLORS:

- Please be sure that your color pallet only contains color relevant to your design. This is to insure proper color separations.
- When assigning color to art or text, please use a Pantone® color. You should also try to name your colors consistently in each of your linked graphics.
- Grace Label will attempt to print your label in solid spot colors whenever possible. Please choose Pantone® colors equivalent to each process color used in your design.
- Remember, if your label contains a full color scan then that scan must be separated into its process components. (cyan, magenta, yellow, black)

## LINKED VECTOR BASED GRAPHICS:

- Vector based graphics consist of mathematically defined "paths". These graphics can be created in draw programs like FreeHand or Illustrator and saved as an Encapsulated Postscript (EPS) File.
- You must send an *editable* copy of every linked graphic used in your design.

## LINKED PIXEL BASED GRAPHICS:

- Pixel based graphics can be created in paint programs such as Adobe Photoshop and saved as either an EPS file or a TIFF file. (These two formats work best)
- Halftone resolutions should be no less than 300 dpi X magnification.
- Monotone line art scans should have a resolution no less than 1000 dpi X magnification. (Magnification is the scaled size of the graphic when placed into another document)
- Do not use J-PEG encoding when creating eps files in photoshop.
- You must send an *editable* copy of every linked graphic used in your design.

**PLEASE PROVIDE AN ACCURATE HARD COPY OF YOUR WORK AS A PROOF**