



DESIGN SPECIFICATION CHECKLIST

Prepress (ARTWORK. Applicable for all customer supplied Artwork, substrate independent)

Specification Checks Please indicate in each section to ensure adherence to specifications.

File Formats:

Electronic artwork should be supplied in Adobe Illustrator &/or Adobe Photoshop format, supported on a Macintosh or PC platform. Artwork not supplied in these preferred programs may incur problems including:

- shifts in gradients & blends
- shifts in color (i.e) desired Pantone colors may appear as CMYK

Artwork designed in Adobe Illustrator versions 7, 8, 10, or CS **should be saved in the respective version in which it was created.** Compatibility issues with different versions may cause some undesired effects when re-saved and viewed through versions higher or lower than they were originally created in.

Colour References:

All designs **must** be provided with a composite color print as reference. This hardcopy will be viewed with the electronic file as a **visual reference only**, to ensure accuracy of all design elements. This hardcopy will **not** be used for colour matching. Because we have implemented in our process a color management system, we are able to generate Pantone specific & CMYK colors much more accurately than your color printers can. We generate a contract proof that will simulate both Pantone & CMYK color based on the color space & printing capabilities of our presses. Our proof shows you closely (but not 100% exact because of substrate & ink characteristics) what our presses will achieve when your designs are printed.

Label Size:

Designs **should be done to final printed size.** Please refer to bottling templates provided.

Fonts:

All fonts within the final design should be converted to **vector format (outlines).** With all the different fonts that exists today this ensures that there will be no font substitution or font problems when jobs are being done.

For all text, we recommend using sans serif fonts. Fonts with thin serifs may fill in or 'plug' during the printing process.

Minimum font size used for positive text (Black text printed on a white background) **should be 4pts.** Text smaller than 4pts. will have legibility issues when printed.

Minimum font size used for designs containing reverse text (White text printed on a colored background) **should be 6pts.** Text smaller than this will have legibility issues when printed.

Colours:

Ensure that all existing colors contained within the electronic file are correct and **intended for print.** Delete **all unwanted or unused** colors from the color palette and from the file itself. Additional or hidden colors may cause problems when separations are being done.

Pantone reference number(s) **must** be indicated in designs, we advise **not creating special names.** **Spot colour channels in Photoshop should be named with a Pantone reference.**

Design text using either Pantone referenced colors or white, not in combination CMYK. Text created in combination CMYK will be too small to register colour on colour & will appear mis-registered.

Design all strokes in a **single color** as opposed to combination colors, they should be done with a minimum **stroke weight of 0.3pts.** Strokes designed in more than 1 color, will not produce smooth clean lines due to inherent press movement during the printing. Strokes smaller than 0.3pts. can appear 'wobbly' when printed.

Where spot colors are required in Photoshop files, ensure that the files are left **unflattened** & with the required element on a **separate spot color channel labelled with a Pantone reference number.**

Photoshop images:

All Photoshop or scanned images should be sent along with the electronic file even if they have been embedded into the final Illustrator file. Ensure that the embedded or linked files have been updated properly and saved as (.psd) (.eps) or (.tiff) formats.

Images are to be **no more than** 300ppi in the resolution box in Photoshop also at the desired final printed size. 266ppi is the optimum printing ppi required for embedded or linked files. A ppi higher than 300 would increase the file size unnecessarily.

Minimum printable dot:

Because of the Flexo printing process, all Photoshop files should have a minimum dot percentage for any color wether spot or CMYK of 3%. This means your image when checked in the info palette should not show dot percentages below 3% unless the desired effect is white. A value less than 3% will not produce a clean print in the highlight areas of any design.

All screens that fade or blend into another color, background or white **must not** fade to 0% but stop at 3% minimum. Within any blend,3% is the minimum screen value that any color can be faded to or blended into another color, so as to avoid "breakaway" dots on final print.

Gradients:

Do not create gradients or blends using the included blend options in Illustrator, use the gradient tools provided in the tools palette, this way the effect can edited if necessary. Software 'blend options' will build gradients in a manner that is difficult to control, resulting in undesired 'banding'. Custom build all gradients using the following tip:

- *Never create gradients by setting the amount of steps in the blend options window, use the gradient tool & drag the sliders to shift & control where the gradient merges with the other colours, this way you will always get a smooth transition from colour to colour.*

Overprinting:

Where the **overprint** effect is desired in any design it should be clearly identified by a physical **arrow & notation** on the artwork this will ensure that it is clearly understood by all.

Die lines:

For designs that require die cutting after/during printing, please **provide a die line on the design indicating shape & size.** These designs must be done with a **minimum of 3mm bleed** on final image so as to ensure the image bleeds off the design when the final cut is made.

Transparency in Illustraor:

Transparency effects in illustrator should be created using the following methods only:
(i) Normal blend mode, (ii) Multiply blend mode, (iii) Darken blend mode, (iv) Opacity percentage (below 100), (v) Opacity Mask or (vi) Opacity + Darken blend mode

Do not apply transparency/opacity on a group or on a layer as a whole, but only on single objects. Do not use the Isolate Blending or Knockout Group options in the transparency palette.

Do not apply transparency/opacity on selected characters inside a text box.

Do not apply transparency/opacity where any overprint effect is desired.

***All above specifications have been completed by:**

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Signature of Graphic Artist/ Designer