ELECTRONIC ARTWORK
Submission Standards

Platform: Westmark Industries operates a fully digital MAC-based Art Department. When submitting artwork please ensure it is supplied in a native version (Macintosh or PC) of the following applications.

Applications: Adobe Illustrator (CS2 or earlier) Quark Xpress (6.5 or earlier)
Adobe Photoshop (CS2 or earlier) Freehand (MX ver.11 or earlier)
Adobe InDesign (CS2 or earlier)
These programs offer the greatest flexibility, versatility and allow us to amend, adjust or correct your files. Files sent as other software types may not be useable and/or require rebuilding and may be subject to additional charges.

Fonts: Type 1
Submit printer and screen fonts on disk or email.
Do not outline text or convert to paths. *Please note: Westmark cannot edit text that has been converted to outlines or paths.*

Layered vs.
Flattened Artwork Files
PLEASE supply *layered* art files in Illustrator and/or Photoshop. Due to a multitude of transparency functions and other enhancement settings, *you will not want to flatten your art files.*

Support Files: All rasterized graphics should be 300 DPI (or greater) at 100% size. Please include *all* support files (placed images & graphics) when submitting your artwork. Also be sure to include *all* fonts used in your design. Avoid using thin rules and/or typefaces in reverse areas. We suggest a 4pt. bold minimum and line rules no smaller than .5pt.

Supported file formats:		Supported Media:	
	EPS		3 ½" Floppy
	AI		Super Disks
	TIFF		Zip 100 & 250
	PSD		CD-RW
	PDF		DVD-RW

Compression Formats: SIT, SEA, ZIP

A hard copy printout or PDF is required with all submissions.
We suggest submitting your design as early as possible for review by our Production Planning Team.

Email files to your **Customer Service Representative**, and to
artdept@westmarkind.com

Graphics: **Trap** is required wherever two colors meet. Trapping refers to how much colors overlap to eliminate white lines between colors in printing. ***Please do not trap your file(s).*** Our Art Department will do it for you. Please remove all overprinting attributes.

Line Rules Minimum positive printing line width is .5pt. A minimum 1pt. line width is needed if trapping to another color

Spot Color Screens/Halftone Not less than 100 lines per inch.
                                                                      Not less than 2% dot.

Process Color 150 lines per inch, image resolution 300 dpi @ 100%. All color must be converted to CMYK. Avoid rich black builds and avoid creating type in Photoshop for highest print quality.
Please note: Printed CMYK images will not match RGB on your screen or printer!

Set-up in spot colors unless photos or color illustrations are used. Maximum number of colors is 8, or 7 if topcoat is desired. Delete unused colors from your file.

Bleed 1/16" minimum on all sides for die cut labels only.

Design Issues Text reversed out of process colors or built of process colors should be avoided. Positive text is recommended to print in spot colors for highest quality. We recommend outlining all text that reverses out of, or prints in, process colors.
Gradients may be used, but should be made to fade to no less than 2%. For a "family" of labels, where a specific graphic element is exactly the same size and position on multiple labels, build each file using a "common" template. This can reduce the number of plate changes and ultimately your plate cost.
Projects that consist of a Front *and* Back label for one product *may* be engineered to run as sets. This may reduce your Prepress costs. Please ask your CSR for details.
Provide the best quality, industry standard proof or target for us to match.

Artwork/Design: If you need a new design created from scratch, our creative department will be happy to assist your needs. Our staff is experienced in flexographic printing and will design a label that is printable.

NOTE: We can edit or make changes to existing artwork in our archives that will maintain image consistency and often result in lower plate costs to the customer.

UPC Barcode: Bar Width Reduction required. We can create a variety of codes in-house. Submit numbers with order if Westmark is to provide the barcode.

Prepress: Will be done in-house. Please reference the Label Proposal for a description of prepress charges.

Prepress Includes: Color Preparation for Press, Digital Proofing, Trapping, Stepping, Distorting, Registration Marks, and Bearer Bars

PC Compatibility: <u>IBM-PC Fonts</u> – Please supply TrueType fonts for conversion and indicate fonts used on printout. A PDF must be supplied for reference if emailing your files.
<u>Media</u> – Westmark can copy contents of PC disks, and will convert the files to Macintosh compatible formats. See applications listed above.
<u>Applications</u> – Please convert **Corel Draw and Publisher** files to PDF. Other applications are listed above.
Call us if you have questions.

Westmark will not retain artwork transmitted electronically. All original artwork provided on disk will be returned to the customer. Prepress files and film are considered proprietary, and will remain the property of Westmark.