



# Artwork, Print Area & File Submission Guidelines

Please submit files in Adobe Illustrator format.

## GENERAL

- Layered Adobe Illustrator files are required
- Illustrator files should include die lines and dimensions
- If an Adobe Illustrator version of your file is not available, please contact your Account Manager
- Maximum print area is 12.5" (317.5mm) x 38.58" (979.9mm)

## FONTS

- All text should be converted to outlines.
- If outlined files are unavailable, all font files must be supplied

## PLACED IMAGES

- Supply high resolution images, 300 ppi or greater
- Layered Photoshop files are preferred
- Embedded images will print as is
- RGB images will be converted to CMYK and may produce unexpected results

## COLOR

- Art will print using CMYK Process
- Build art using spot colors when color matching is required
- PANTONE colors will be matched visually as closely as possible to the corresponding book
- Custom colors will print as supplied, unless color targets are provided for matching
- Spot channels are required for matching Pantone and custom colors in images
- Additional Orange, Green, Violet, and Silver inks are available for improved color accuracy

## WHITE PLATE

- When a special white ink application such as a clear window area is required, a custom white plate must be included
- A custom white plate should be created on its own layer, using its own custom white spot color
- The white plate should be set to overprint the other art
- When files require a white plate and none is provided, additional setup charges will apply

## FILE SUBMISSION

- Compress all files before submitting
- Include all supporting font and image files
- Utilize our web form to submit files: [CL&D DIGITAL FTP FILE UPLOAD FORM](#)
- Files can be downloaded from your FTP site. Please provide ftp address, filenames, and login information
- Files up to 5MB in size can be sent via EMAIL
- Files can be supplied using websites such as WeTransfer, Hightail, transferbigfilesles.com, Drop Box, etc.



**BUILDING BRANDS THROUGH PACKAGING**