

Submission Guidelines for Digital Printing

Applications: We have the following applications and can accept files in any of these program versions or earlier versions:

- Adobe Illustrator CC (.ai, .eps, .pdf)
- Adobe InDesign CC
- Adobe Photoshop CC (for images only, no embedded type)
- Esko ArtPro+

Graphics: All placed & embedded graphics (EPS, TIFF, etc.) must be sent as separate files. All process and grayscale images should be at least 300 dpi and bitmapped line art should be 1200 dpi. Files sent as RGB will need to be converted to CMYK and unexpected color shifts may occur. All images should be properly scaled and cropped. Please note not all Pantone colors convert accurately to CMYK, see Pantone Color Bridge for guidance.

Fonts: Because of the great variety of typefaces available, we can not always match a typeface. Please include both screen and printer fonts, these will be for your use exclusively. Fonts can also be converted to outlines in vector programs.

Barcodes: VFTL will regenerate all bar codes to meet our printing specifications. UPC barcodes should be no smaller than 80% in size, and truncated no more than 20% in height. This is to ensure scannability.

E-MAIL & FILE SHARE

To send files over 10mb contact your customer service representative to access our file share site.

When sending files put all graphics and fonts into one folder and compress. All electronically transmitted files should, when possible, include a pdf (with embedded fonts) for a visual composite.

e-mail: art@vftl.com

Printing Guidelines

Minimum type sizes are 4 pt for positive type and 6 pt for reverse type. Small reverse type should be bold. Avoid fine serifs and strokes on small type when possible.

A minimum 1/16" gutter (area from the edge of the label to copy & graphics) is suggested. Bleed should be at least 1/16" outside of the die line. Bleed off borders should be no thinner than 4 pts. Rules should be no less than .5 pt in positive copy and no less than 1 pt in reverse copy.

Please feel free to contact your VFT&L customer service representative with any questions when preparing files.

Additional costs may be incurred if files need to be altered to meet our printing requirements. We will notify you of any chargeable issues prior to proceeding with your order.