



# Production Art File Standards

*For IDENTCO's Ultra-Durable Print Technologies*

7/28/17

- 1) Production Art File provided should be a vector Adobe Illustrator file or in a format that can be converted to one easily and without loss of quality or accuracy, including.
  - a. Vector Adobe PDF
  - b. Corel Draw
  - c. AutoCAD DXF (with continuous lines, not line segments)
  - d. AutoCAD DWG (with continuous lines, not line segments)
  - e. Adobe InDesign
- 2) Production Art File should match the technical part drawing provided.
- 3) Production Art File should match label samples provided.
- 4) Production Art File should be at the correct version level.
- 5) Production Art file should contain continuous lines, not line segments typical of imported CADD files.
- 6) Production Art File should be to scale.
- 7) Production Art File should only contain colors that will be printed with ink on a printing press or represent other elements such as die cutting lines or selective adhesive.
- 8) All fonts used in the production art file should be outlined, included, or part of the Adobe Font collection.
- 9) All positive print lines should be no thinner than:
  - a. Ultra-Durable Flexo Printing (UDF) = .0015"
  - b. Ultra-Durable Screen Printing (UDS) = .007"
  - c. Ultra-Durable Digital Printing (UDD) = .0035"
  - d. Ultra-Durable Thermal Transfer Printing (UDTT) - 600 DPI = .005"
- 10) All negative print lines should be no thinner than:
  - a. Ultra-Durable Flexo Printing (UDF) = .004"
  - b. Ultra-Durable Screen Printing (UDS) = .015"
  - c. Ultra-Durable Digital Printing (UDD) = .007"
  - d. Ultra-Durable Thermal Transfer Printing (UDTT) - 600 DPI = .010"
- 11) All positive print type should be:
  - a. Ultra-Durable Flexo Printing (UDF) = 3 points or larger
  - b. Ultra-Durable Screen Printing (UDS) = 6 points or larger
  - c. Ultra-Durable Digital Printing (UDD) = 4 points or larger
  - d. Ultra-Durable Thermal Transfer Printing (UDTT) - 600 DPI = 5 points or larger
- 12) All negative print type should be:
  - a. Ultra-Durable Flexo Printing (UDF) = 5 points or larger
  - b. Ultra-Durable Screen Printing (UDS) = 8 points or larger
  - c. Ultra-Durable Digital Printing (UDD) = 6 points or larger
  - d. Ultra-Durable Thermal Transfer Printing (UDTT) - 600 DPI = 7 points or larger

## GLOBAL HEADQUARTERS

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- 13) All positive printed strokes in symbols or graphic elements should be no thinner than:
  - a. Ultra-Durable Flexo Printing (UDF) = .0015"
  - b. Ultra-Durable Screen Printing (UDS) = .007"
  - c. Ultra-Durable Digital Printing (UDD) = .0035"
  - d. Ultra-Durable Thermal Transfer Printing (UDTT) - 600 DPI = .005
- 14) All negative printed strokes in symbols or graphic elements should be no thinner Than:
  - a. Ultra-Durable Flexo Printing (UDF) = .004"
  - b. Ultra-Durable Screen Printing (UDS) = .015"
  - c. Ultra-Durable Digital Printing (UDD) = .007"
  - d. Ultra-Durable Thermal Transfer Printing (UDTT) - 600 DPI = .010".004"
- 15) All die cut lines should be identified as such. Die cut lines should also be identified further as "cut to liner" or "cut through liner".
- 16) All copy, borders, lines and images should be at least .040" from the label edge or bleed of label edge.
- 17) All barcodes included in the Production Art File should be provided with zero bar width reduction. IDENTCO will add bar width reduction required for each print process to ensure highest possible grade bar codes.
- 18) Raster continuous tone images should be embedded in Production Art File or provided as a separate place and linked file.
- 19) The resolution of raster continuous tone images should be between 200 and 600 dpi.
- 20) All symbols, illustrations and text in the production art file should be high quality vector images with smooth lines and edges. (Placed bitmap Images do not meet IDENTCO's quality standards)

*These Production Art File Standards are intended to assist our customers in preparing Production Art Files that will result in high quality, accurate label production that meets IDENTCO's quality standards. If our customers are unable to deliver Production Art Files that meet these standards, there may be an additional charge to bring the file up to these standards.*