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Graphic Department Profile

Prepress Equipment

Mac Workstations
Variable Data
Prototype Development Device

Kodak Prinergy Powerpack

Prepress Workflow System

Kodak Flexcel NX

Flexographic Plating System

File Transfer

Email (under 5MB)
CD/DVD/BD
Web/FTP Transfer (ASL File Portal)

Artwork Guideline Checklist

Consulting your sales representative prior to finalizing your design will help to eliminate possible reproduction issues.

What to include when sending in final art files:

- Adobe Illustrator file (.AI) or Vector Encapsulated PostScript (EPS)
- All Fonts (No Adobe Typekit Fonts)
- All linked images and supporting files
- A low-resolution PDF file for reference

Files should be set up with the following in mind:

- Any continuous tone images are a high resolution (minimum 300ppi, 400ppi preferred)
- No images are embedded into the files, only linked
- All copy is a minimum of 0.0625" away from the dieline of the label
- Any positive copy is no less than 4 points and any reverse copy is no less than 6 points. Avoid using serif fonts in reverse areas
- Size of labels is indicated with a spot color swatch with the designated name of "Dieline"
- Specify all embellishments (FOIL, EMBOSS, VARNISH) in the file on separate layer or in call outs
- When possible, specify colors with Pantone Swatches
- Any artwork printing to the edge of the label has a bleed of 0.0625"
- If using a stroke it is no less than 0.5 points in thickness, if using reverse rules, it should be no less than 1 point
- UPC is no less than 80% in accordance to ANSI specs.
- ASL will provide you a verified UPC, we do not guarantee the functionality of any UPC less than 80%

Some variables to consider include:

- Substrate & Lamination
- Foil Stamping (hot/cold)
- Simulated Foil
- Embossing
- Spot Varnishes
- Variable Data

Important:

ASL Print FX will provide you a PDF that represents the file used in our production process. The PDF will show the color call outs, size, UPC, and copy position of your printed product.