

# Digital Graphics Specification Guide

Preparation of digital files is crucial for timely delivery. In an effort to help your company reduce unnecessary pre press charges, it is important that you provide Corrugated Container Corporation with the proper information when supplying electronic art. If you have any questions or concerns, please call the graphics department at the numbers listed below.

## Platform:

Macintosh

## Software:

Adobe Illustrator • Macromedia Freehand • Adobe Photoshop

## Media:

CD Rom • DVD • Iomega Zip (100 mb)

**ftp site:** Server: ftp.graphicspop.com • User Name: graphics • Password: pop123

**Note:** If graphics were not created in the platform, software and media listed above, please contact us. Our litho and plate suppliers support most applications. In such cases, projects are not preflighted at CCC, but by our supplier (additional costs may occur). We will continue to manage the overall process and advise you of ongoing schedules.

## Scale:

Files should be created at 100% on a 1:1 scale with die vinyl in order to avoid distortion. (Any sizing or scaling beyond a 1:1 ratio should be documented within the master file.)

## Output:

Please provide a hard copy of art on disk and a pdf for reference of contents and verification of proper file transfers. (color proofs are preferred, although black & whites with color call outs are acceptable.)

## Die Vinyl:

If not provided with die vinyl, please contact the graphics department to receive proper structure. (insuring graphics are created in proportion to overall dimension of finished product)  
Place the die vinyl on a separate layer from the art in the electronic file.

## Line Art:

Illustrations and logos should be provided in one of the vector based formats listed above. (must be editable eps and never as bitmapped images)  
Avoid step blends when creating graduated blends. Use gradients instead.  
Never create strokes with a "zero" setting. (when applicable, settings should be set to "none".)  
All lines must be 2 points or larger for flexographic printing.  
No graphics should extend beyond the page size.  
When specifying fill & line stroke, try to avoid using patterned, custom, tiled fills or lines.

## Placed Images (CT's: Photographs / Illustrations):

Image file format: EPS / TIFF  
(JPEG, GIF, PICT or any other low res bitmaps cannot be used for production.)  
Image color mode: Must be CMYK (+spot color if using Photoshop).  
(Note: conversion from RGB, duotone, greyscale, etc will cause change in overall color which may not be detectable on a monitor.)  
Image File Resolution: Placed images should be 300 DPI at 100% as they appear in the master file.  
**Never embed placed images.** Link all editable support files into the master file.  
Please send non-flat layered Photoshop file if applicable. When using photography, please supply transparency. Images should always be masked. (never cover unwanted portions with color block objects.)

## Fonts:

Only use Postscript fonts. Do not use True Type fonts. This causes problems when file is ripped. Please supply both screen & printer fonts in Macintosh format. Select the actual stylized font from the font menu. Do not use type style menu or control bar to stylize text. Minimum font size for flexo is 12 pt positive and 14 pt reverse, this includes ®, ©, & ™ marks. Always give a minimum of 1/2" text to score and die cut edge for registration purposes.

## Color:

All colors should be specified as CMYK, PMS, or GCMI (where applicable). (if color name is not known, please provide an actual sample for color matching.) Colors will be generated based on digital file provided unless sample or color match proof is sent with file.

## Bleeds:

Images / Illustrations that extend to the edge of the score line or die cut should include a 1/2" bleed (1/2" beyond all scores and die cuts).

## Trapping:

Do not trap multi colored jobs. Direct print jobs must have an 1/8" gap between colors, 1/8" black or dark color outline around colors or a 1/16" bonus color where colors overlap. Butt registration is not allowed.

## Bar Codes:

Do not supply CCC with negatives, films, plates or electronic files of codes intended for flexographic printing. Instead, supply a hard copy of code type, size, and encodation numbers. Our plate supplier will produce codes that will properly scan after being printed. When building a file that requires a code, allow sufficient space in the layout for us to place the code. Do this by creating a box slightly larger than the code dimensions and place the word "code" inside.

## Proofs:

Once graphics are complete, a final proof will be submitted for customer sign off (required).

For further information please contact:

Peggy Underwood @ ext 249 • peggy.underwood@cccbox.com (graphic design mgr)

Dennis Gordon @ ext 242 • dennis.gordon@cccbox.com (structural mgr)

**email art files to: graphics@cccbox.com**

**ftp site: Server: ftp.graphicspop.com • User Name: graphics • Password: pop123**

