



Artwork Specifications

IMPORTANT!

Please use Microforum's templates for all your artwork set up. To avoid additional charges, please ensure your artwork is placed in the most recent templates found on our website at www.microforum.ca. Additional charges will be applied to set up your artwork in proper templates.

FILE DELIVERY:

- We accept CD-R, DVD-R, and USB sticks for files without compression.
- FTP/We transfers and e-mail attachments are accepted in compressed (ZIP/SIT) format.

FILE SET-UP

Software:

- Adobe Creative Cloud
- QuarkXPress

Files:

- Quark / InDesign packaged files with fonts and images.
- Print ready PDF files with embedded fonts.
- EPS with embedded images and outlined fonts.
- Photoshop - PSD, EPS, TIFF, PDF, JPEG - hi-res files.

Templates:

- All files must coincide with specific templates. If you require a specific dieline, inform your account representative when ordering.
- Dielines should never be embedded or flattened with the artwork. They need to overprint or placed on a separate layer.

Artwork:

- Raster-based file resolution should be at a minimum of 300 dpi, 1200 for the bitmapped images.
- EPS, PDF or AI, Quark or InDesign files are recommended for all text, line art and flat solid colours.
- Raster based text may not produce desired results, since they are pixel (dots) based, not vector (line) based.
- All transparencies, drop shadows, gradients and special effects have to be flattened or rasterized.

Fonts:

- Supply both screen and printer fonts.
- Supply your own fonts to avoid subtle or obvious differences in your document, including text reflow.
- You could embed all your fonts or convert text to outlines/curves to avoid having to send font files.
Important! Adobe PostScript Type 1 font will no longer be supported after 2023:
<https://helpx.adobe.com/fonts/kb/postscript-type-1-fonts-end-of-support.html>

Colour Format:

- The CMYK or Pantone colour information needs to be indicated clearly in the file.
- Convert all RGB images to CMYK.
- Pantone colours need to be converted to CMYK, unless they are to be printed.
- The Pantone colours need to be Solid Coated.
- Spot varnish is additional plate. Separate file should be supplied or represented with Spot colour.
- Matte finish is an additional film in silk-screening. Separate file should be supplied or represented with Spot colour.

Letter Sizes and Line Width:

- Font size should be no less than 5pt (bold).
- For knockouts, font size should be no less than 5.5pt.
- Line width should be no less than .5 pt., including text and artwork.

Barcode (UPC code):

- Approximate size of your barcode should be W: 1.25" x H: 0.5".
- Always place your barcode on a white background box.
- Bars must be 100% black, vector based file.
- Barcode embedded in Photoshop or set up as CMYK may affect scannability.

Bleed/Text Safety:

- All files require a bleed (1/8") and type safety (1/8") for cutting purposes.
- This allows for any possible shifting on press, and ensures that none of your text will be cut or caught in a fold.

Trapping:

- Do not trap your files. We use powerful automated trapping software, and will trap your files as part of our standard service.
- Be aware that trapping can only be done if the objects over-lapped or touching.

Film Specifications for CD/DVD/Blu-ray silk screening:

- Film is positive, emulsion up, 1270 resolution, 110 linescreen, elliptical dot, 15-85% tonal range, film angle of 30° for spot colours.
- CMYK film angles: yellow 7 degrees, cyan 52 degrees, magenta 22 degrees, black 82 degrees.

Digital CD/DVD/Blu-ray Digital Printing:

- Resolution for raster files should not be less than 300 dpi.
- ALWAYS use a Generic CMYK color profile to avoid a change in the end result.
- PDF files must be mono level, contain all the fonts used in the image.
- The canvas must be square (ratio of height and width must be 1:1) to avoid distortion and the canvas should be 120 x 120 mm.

Pre-flight/Pre-Press:

- We use Kodak's Prinergy Evo 4.0 Workflow System software for the file pre-flight and Kodak Preps 5.3 for the file imposition.

DO NOT:

- Do not resize or modify templates.
- Do not use images from the web pages. Their resolution is 72 dpi, RGB and not acceptable for printing.
- Files created in MS Word, PowerPoints, Publisher, Nero, Adobe PhotoDeluxe, etc - should not be used to create your artwork.