

Artwork Guidelines

Ready Flow strives to be a leader in narrow web packaging solutions. The purpose of this guideline is to help ensure the final product meets your specifications and ours. Please read the following list and if you have any questions, do not hesitate to contact us.

File Type:

*Adobe Illustrator (.ai)
Vector based artwork
PDF soft proof for reference*

File Supply (any of the following):

*CD/DVD Media
Your FTP site
E-mail (10mb per email)
Dropbox*

Photoshop Support Files:

*300 DPI
CMYK, not RGB
PSD if layered file
Dot minimums of 5% to avoid hard edges*

Color:

*Number of colors determined on job by job basis.
1/16th (.0625") bleed off edge
Gradients should not go below a 5% screen to avoid hard edges*

Copy/Text

*Fonts outlined (not live)
Thin type & Serifs do not work well
Text minimums: 4pt - positive, 6pt - reverse
Trademarks (™, ®, ©, etc.) 4pt - positive, 6pt - reverse
If text is reversed in process print areas, it must be outlined in one solid color
Rules/Line .5pt - positive, 1pt - reverse*



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P R I N T I N G