

Subtle Impressions, Inc
1200 Industrial Ave.
Gastonia, NC 28054

800-478-2853
Fax: 704-583-1057
Email: artroom@subtleimpressions.com

Computer Art Specifications for Stamping or Embossing Dies

Software Compatibility:

Mac: The preferred file formats are Adobe Illustrator or Freehand. Additional charges may apply for QuarkXpress, Photoshop or PageMaker files.
PC: Macintosh is the preferred platform. However, we can accept PC file formats for Adobe Illustrator or Freehand.

Disks:

CD's, 100mb Iomega Zip disks are preferred. 3.5" floppies are acceptable.

Email files:

When emailing a file, please put all files in a folder, stuff the folder with StuffIt, then email the file to artroom@subtleimpressions.com

Image Area:

Outputs must be 11"x17" or less.

Color Separations:

Before sending your file, please ensure that you print out all separations to your last and check that each separation shows the intended art.

Screens/Tints/Gradients:

These are not compatible with stamping or embossing. If your image includes screens, tints or gradients, we will not be able to output to the best level for stamping or embossing.

Fonts:

We do not recommend font sizes less than 10pt.

Trapping:

Set all overprint areas before sending your file.

Lines/Rules:

Minimum setting of 2pts.

Proofs:

We must be faxed a laser to compare our output against. We will only fax proofs to you when there is a discrepancy. You must include size/measurements and mark any separations on your laser. The laser must also include your company name, contact, phone number, and fax number.

Questions/Additional Info.?:

We would like to help. Please feel free to contact your customer service representative.



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Computer Art Specifications for Labels

Media:

We accept all common media. Our preferred file formats are Illustrator and InDesign.

We accept files (10mb and above) via FTP.

File Submission:

If you'd like to use our FTP to submit files, please contact our art department prior to submission. We will need to create a folder for your company. You may submit files digitally through our FTP site. You must use a FTP submissions software such as Fetch or Rbrouser.

The site address is <ftp://subtleimpressions.com>.

The login name is: subtleguest.

The password is: subtle1.

Once logged into the site, open the "Subtle Guest" folder. Within that folder will be a folder named after your company. Place all files in the folder for your company only. Once a file has been posted, you must email our art department at artroom@subtleimpressions.com. We will not know your files are posted until you have notified us.

Keep original copies of all the files you are sending. When sending files to the FTP Site, compress for electronic delivery.

If you choose not to use the FTP Site please copy all required files to media.

Include all necessary artwork (i.e. slides, transparencies, samples).

Include a set of representative lasers when sending media. (Lasers can be reduced, this is for content comparison). When sending files to the FTP Site send a PDF, indicating what your final file should look like.

Layout:

Please delete any items in your art work that are not intended to print, unless they contain relevant information for the job.

Fonts:

Include all PostScript screen and printer fonts used, including those used in support files. This includes common fonts such as Helvetica, Ariel and Times. Do not use MultipleMaster fonts. If you must use MultipleMaster Fonts convert them to outlines by using Illustrator.

Try not to use menu styling. Some options such as Small Caps, Drop Shadow Bold and Italic may not carry over when sending files through a RIP.

Graphics:

Confirm that all graphics are linked and modified to your native application.

Include all support files whether they are linked or embedded.

Update all graphics prior to printing lasers, creating PDF's or sending files.

Net resolution for continuous tone images (PhotoShop files) should be 300 dpi. For bitmaps (1-bit TIFFs) the resolution should be 1200 dpi.

Remember that scaling (enlarging) a continuous tone image (PhotoShop file) in the layout affects the net resolution. This results in a low resolution image.

Use TIFF and EPS file formats when possible. Other formats (like jpeg) may cause loss of image quality.

Save duotones and images with clipping paths in a PhotoShop PDF format.

Do not assign clipping paths in Quark. Instead, assign them in Photoshop.

Do not assign drop shadows in Illustrator. Instead assign them in PhotoShop

Define all rule widths. Do not use the hairline option since its actual width varies per application.

Color:

Convert all colors that print as 4 color builds to process.

If your intention is to build a PMS Color using process color, you must convert it before sending it.

If you are using PMS Color and want it to be process, please indicate that the color is process (this will prevent lost time in clarifying preferences and errors in the production process)

Replicating a PMS color with built color is not an exact science. If your PMS color is “critical color”, use a PMS color. This is particularly true of areas/sheets that contain a number of graphic images.

If color is critical, use a PMS color. Replicating a PMS color using a process build, is never exact.

Before sending your file, please ensure that you print out all separations of your last modification and check that each separation shows the intended art.

Foil Stamping, Embossing and Debossing:

Type should be built in vector format.

Convert all non printing elements to overprint in a PMS Color: including foil stamping, embossing/debossing, varnish and dielines

If the image registers to a printed area, make an additional spot layer for the foil stamping/embossing/debossing image.

Images that are foil stamping/embossing/debossing cannot be screened. The image must be at 100% PMS color. Do not use Cyan, Yellow, Magenta or Black to represent the foil stamping/embossing/debossing area.

Proofs:

Our standard procedure is to provide 1 set of color laser or PDF digital proofs with guidelines incorporated with the graphics to show position.

Duplicate sets of color proofs can be provided for an additional charge.

If there is “Critical Color” requiring a Digital Water Proof, there will be an additional charge. These proofs must be signed for approval and returned before we can produce your project. This type of proof requires extra production time.

Proofs that require changes must be clearly marked.

If you are sending PDF’s with the intention of a “locked file” workflow. You assume total responsibility for the content and position.

Screens/Tints/Gradients:

These are not compatible with stamping or embossing. If your image includes screens, tints or gradients, we will not be able to output to the best level for stamping or embossing.

Trapping:

Set all overprint areas before sending your file.

Lines/Rules:

Minimum setting of 1 point.

Questions/Additional Info.?:

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