



## Art Guidelines [www.topflight.com](http://www.topflight.com)

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### General

Submitted artwork is printed as is. When you submit digital art, we assume the work is adjusted to your satisfaction, all text is spelled correctly, and that the original submitted artwork is correct. Always provide a PDF file of the artwork along with the native files whenever possible. All artwork submitted will be subject to a preflight inspection by our art department before your order can be processed. Proofs will be provided upon request.

### Software

We use Macintosh Computers and we accept files in the following Macintosh programs: Adobe Illustrator, Adobe Photoshop, Adobe Indesign.

### Fonts

We recommend that font files be sent to us along with the art files. If the text must remain editable, the screen and printer fonts must both be submitted with the job (Mac format ONLY). If this is not possible, we recommend that all text be converted to outlines/paths by the originating program. This avoids the many problems associated with various font styles, formats and originators. While outlining will render text uneditable, it can be sized and manipulated like any other graphic element if need be.

### PMS Colors

All solid colors should have a PMS color assigned to it. If it is a custom color we must have a physical sample so that we can create a color that matches.

### Artwork Requirements

- All bleed copy must extend 1/16" outside the die cut area.
- Copy should be no closer than .0468" or 3/64" from trim edges.
- Rule lines should be no thinner than .3 pt. or .0042".
- Font size should be no smaller than 2 pt. bold in positive or reverse, also use a Sans Serif font such as Helvetica Bold.
- Hot stamp and cold foil reversed text should be no less than 3 pt. font or a line weight of .35 pt.
- Vignettes and highlight dot areas must have a minimum 2% dot.
- Barcode should be at least 80% in size to ensure it is scannable.
- Submit a PDF for each job for viewing and inspection.
- Image resolution for photos should be 300 ppi/dpi and the image should be sized at 100%.
- Avoid scaling the image in the page layout software. Images should be by CMYK not RGB. Include image files when sending us the art files. Graphic files originally created for Internet use cannot be used effectively for printing. If a Photoshop image is in layers, leave it that way. Do not flatten or merge the layers in case we need to edit something for printing.
- Avoid reversing text out of four color process images. If this is not possible, outline the reverse type with a black line at least 1 pt. thick to help the type remain crisp.
- Any items that need to be backed in white should have a white image copied to a unique layer using Illustrator. These items should reference a special "custom white" spot color.
- No need to trap the artwork. All trapping will be done by Topflight.

*Any questions regarding this information can be directed to Regina Todd,  
717.227.5202, [rtodd@topflight.com](mailto:rtodd@topflight.com).*

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