

North Atlantic

SPECIALTY BAG

ARTWORK GUIDELINES

Frequently Asked Questions

Below are the answers to some frequently asked questions regarding artwork.

What file types are allowed?

Preferred file type is Layered PDF. AI (Adobe Illustrator), Adobe Photoshop (PSD), JPEG or PNG (must be 300dpi)

Why does my digital proof look different then my physical lid?

Computers screens display color in RGB while Digital printing uses CMYK. This results in a marginal difference in color. Protective varnish applied to material may also impact appearance.

Can you color match?

Colors must be called out from our CMYK to Pantone swatch book. Swatch printout available upon request. Details must be included when you place your order.

What is the recommended minimum Font size?

6pt, however this can vary depending on font style.

Color Information

Artwork files must be in CMYK color mode.



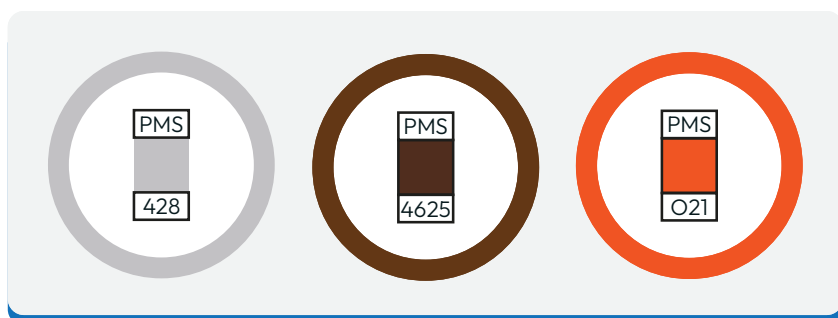
CMYK is the required color mode. RGB and Pantone colors will convert to CMYK. Our press will automatically render the color conversion as per swatch book. Swatch book available upon request.

Check your Black. Rich Black should be built using C-60, M-40, Y-30, K-100. Files with 100% will print more dull and washed out.

Metallics. Artwork can not include any metallic colors. Files with metallic colors will not print. Instead, use the gradient tool to create this effect.

Ring Color Options

Below are the available ring colors. Brown and Orange require an upcharge.



Artwork Checklist

Is your artwork press ready?

- ☐ Artwork sized to 41.5mm (No Bleed)
- ☐ Remove security ring
- ☐ Check all spelling
- ☐ Convert all text to outlines
- ☐ CMYK color mode. (Not RGB)
- ☐ No metallic colors
- ☐ Vector art for QR codes, barcodes, graphics, and illustrations
- ☐ Embed all images. (No links)
- ☐ Preferred File type: Adobe PDF
- ☐ JPEG or PNG require 300dpi

Submitting Artwork

Submitting your print ready artwork.

Files should only contain the 41.5mm artwork circle. Remove the security ring and any other non printing layers.

Save files separately. A proof will be submitted to you for approval.

Print Ready Artwork

