

# ELECTRONIC ART FORMAT & DESIGN GUIDELINES

**IMPORTANT: Edwards can provide templates to assist in file preparation**



## ADOBE ILLUSTRATOR THE PREFERRED PROGRAM

Always provide your files with fonts outlined.

1. OUTLINE ALL FONTS!!
2. Save as a CS6 compatible .AI or .EPS file
3. Ensure all images are embedded (CMYK)
4. Ensure document raster effects are 300 DPI
5. Create a PDF/X-4 for proofing

**SENDING YOUR ART AS A .EPS FILE IS THE BEST WAY TO ENSURE THERE ARE NO PROBLEMS FROM PREFLIGHT TO PRODUCTION**



## ADOBE INDESIGN

Text effects (drop shadows etc.) tend to render differently between pdf & InDesign.  
 Always rasterize these effects.

1. OUTLINE ALL FONTS!!
2. Save as a .INDD or .IDML
3. Ensure all needed files are included
4. Ensure document raster effects are 300 DPI
5. Create a PDF/X-4 for proofing



## ADOBE PHOTOSHOP

**Typesetting in photoshop will create rasterized text that WILL appear fuzzy when printed.**

We do not recommend providing files this way.

1. OUTLINE ALL FONTS!!
2. Ensure files are at least 300dpi (not upscaled)
3. Save as a CMYK .PSD
4. Create a PDF/X-4 for proofing



## PDF PROOF

Always provide a pdf proof of your art for us to check against.

1. OUTLINE ALL FONTS!!
2. Ensure all images are embedded at 300 dpi
3. Remove/turn off security options
4. Export as a PDF/X-4

**IMPORTANT: ALWAYS INCLUDE A PDF FOR US TO PROOF AGAINST**



### FLEXOGRAPHIC CONSIDERATIONS

- Type no smaller than 4pt in positives
- Type no smaller than 6pt in knock-outs
- Thin small fonts knocking out over 3 or more colors may fill in slightly or appear fuzzy
- Thin small fonts made up of 3 or more colors may appear slightly fuzzy
- Line weights should be no thinner than .5 pt
- Drop shadows can cause dot fall-off/breakout

### OTHER CONSIDERATIONS

- Bleeds should extend .125" past trim line
- Text should be .125" away from trim line
- Barcodes/QR codes should always be vector
- Allow for about .35pt of trapping
- Make sure your fonts are outlined
- Raster text will print fuzzy
- Colors with less than 3%'s will have those <3%'s converted to 0%

UPLOAD YOUR FILES AND REFER TO OUR UPLOAD GUIDELINES AT: [bit.ly/edslabel](http://bit.ly/edslabel)

**IMPORTANT: ALWAYS OUTLINE YOUR FONTS!**