

ARTWORK GUIDELINES • Updated August 8, 2019

Please follow these basic guidelines to ensure proper processing of your order without delay. If any fonts or files are missing, or are in the wrong format, your order may be delayed until those files are provided.

When sending final art files please compress files before sending to eliminate corruption over the Internet. We accept zipped files (ZIP extension) with a 24MB is the file limit size. Zipped files cannot be password protected or encrypted. If files are too large to email, please provide direct link to art files.

DESIGNED ARTWORK

See list of software below we are currently using. We prefer the original native artfiles. If you send a high resolution, print ready PDF you MUST include all embedded links and fonts should be converted to outlines. Vector artfiles are preferred. Also, please include all Pantone colors, even if set up as 4cp. Pantone Solid PMS colors only, otherwise we will choose a close match if necessary. See Sato Spec information on pages 2-3.

Essential Elements needed for all jobs:

1. Electronic Files – All artwork must be accompanied by a composite pdf file for reference. When sending files electronically please stuff these files to ensure quicker transmission and receipt of your email.
2. Fonts – Please include all fonts used within the file. Or convert to outlines.
3. Supporting Art/Images/links - Electronic artwork must contain the original file, any linked artwork, all supplemental logos/artwork. Please include artwork links that have been embedded. No RGB saved files. Color and grayscale photos need to be at a resolution of 300 dpi. Line art scans should be at least 1200 dpi for the best quality.

LOGOS

We prefer logos to be in Vector format with all embedded links and fonts. (examples, ai, eps, pdf-high res vector)

Logos should be color separated the way they are to be used i.e.: if the logo is to be 2-color, it should be presented as such – as is also the case with 3 & 4 colors.

Please make sure that the file contains the correct PMS colors. Pantone PMS color ONLY!

(No low-res Internet artwork can be used).

Files not for Printing due to poor quality:

- GIF – A file format used on the Internet only.
- WORD DOCUMENTS
- JPEG

Applications:

MAC Platform:

We subscribe to Adobe Creative Cloud and have the most recent versions of the following.

- Adobe Illustrator (preferred for sato stock)
- Adobe Photoshop
- Adobe Indesign

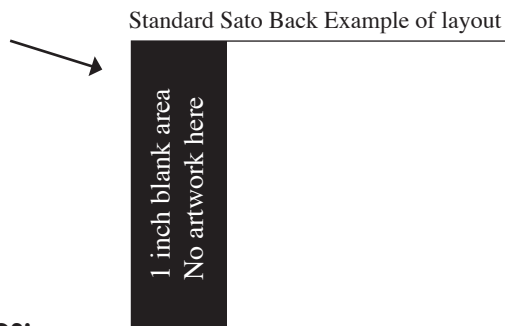
GUIDELINES FOR ALL SATO STOCK

We review all artwork submitted and let you know on a “per job basis” if we need any further info or if we need to make any alterations to provide the best possible outcome. The printing process used for majority of sato stock is Flexographic Printing. The capabilities specific to flexographic printing may be different than what you are normally used to. Following these guidelines below will help ensure that your design is one that can be successfully reproduced on press.

Please see page 1 of artwork guidelines to view accepted applications, file types and all elements needed for each individual job.

Basic Sato Layout Guides:

- Bleeds should extend .125” on left and .125” on right only. No top or bottom bleed.
- Logos/Artwork for a 4x3 size should not extend lower than .75” from the top to allow space for name imprints. Logos/Artwork for a 4x4 size should not extend lower than 1.25” from the top to allow space for name imprints. Logos/Artwork for a 4x5 size should not extend lower than 1.5” from the top to allow space for name imprints. Logos/Artwork for a 4x6 size should not extend lower than 1.75” from the top to allow space for name imprints. Anything printed at the bottom should not extend more than .5” from the bottom. This information is just used as a guide, these sizes could vary depending on what you will be imprinting on the sato.
- Be sure important artwork is clear from slots, if using them. It is recommended that slot area is white 3/8” (.375) from top.
- On the back, **for a standard sato**, please leave 1” from the left blank to leave space for the eyemark. **For an eventBit sato**, please leave 1” from the left blank and 1 inch vertical white space across the entire width of the badge bottom.



Sizes:

Material Size Options:	Regular Material	Polyliith Material
4” x 3”	x	x
4” x 3.5”	x	
4” x 4”	x	x
4” x 5”	x	x
4” x 5.5”	x	
4” x 6”	x	x
Laser Stock:	8.5 x 5.5	6 slots top

Slot options (Slots are only to be used with Polyliith Material):

Single center slot, dual slots and triple slots are available. See chart below for different options. Templates for slot placement can be provided in eps or pdf format. If you would like a template please contact Kim Davis at kim@davisdesignllc.net. See guidelines about artwork near slot area.

Polyliith Slot Options:	Single Slot Option	Dual Slot Option	Triple Slot Option
4” x 3”		x	
4” x 4”	x	x	x
4” x 5”	x	x	x
4” x 6”		x	x
4” x 10”		X (top & bottom)	X (top & bottom)

Font/Type/Stroke:

Due to the nature of the flexographic process, text that prints positive will tend to fatten while text that is reversed out will tend to fill in, lose fine lines and serifs, and become plugged. Therefore, when selecting fonts, care and attention is critical. No fonts should be smaller than 5 point. All fonts should be included in the file. To prevent conflicts we recommend converting fonts to outlines. Once artwork is submitted, we will determine on a "per job basis" if any adjustments will be needed in order for text to be legible. Please be sure that any lines are minimum .5pt stroke.

Color:

- If there are large areas of color, screens or gradients we may suggest separating them. Although CMYK reproduction is widely used in flexography, there are many instances where the use of spot colors is preferred, or even necessary. Utilization of the Pantone® Matching System, (PMS), is recommended for maximum consistency. Please use the Coated version when selecting colors.

For best results, use spot colors in the following circumstances:

- Use a spot color when consistency of a specific element, such as a logo or background color, is important throughout a product line.
 - Use a spot color for text, in order to maintain optimal legibility.
 - Spot colors should be utilized for elements that require vibrant color. Please keep in mind that custom colors that are converted to CMYK do not always maintain their original brilliance or hue.
- Gradients are not recommended however if used the gradients should fade to be no less than 4% using a spot color.
 - Screened images should be no less than 4% using a spot color.
 - If using art that is 4cp and has screens, please remember these minimums:
Cyan – 7%; Magenta – 7%; Yellow – 5%; Black – 5%
 - If you are printing a back side please use black.
 - There will be a black timing bar added to the back of all sato stock.
 - Large solid areas of color on backs are not recommended due to potential of rewetting offset.

For best results, the recommended maximum colors used on both front & back should be limited to 7 total. For example, if the front prints 5 colors then the back should only print 2 color. **Please note:** Due to the black timing bar needed on all stock, 1 color on the back must be black. That black on the back will count as one of your 7 colors.

Images:

All embedded images must be high resolution. We recommend 300 dpi. Anything less may result in poor quality. All images that are not vector need to be CMYK not RGB. Please supply ALL embedded images incase any screen angles need to be changed before printing.

Additional Information when designing sato badges: If the header/top art on a sato bleeds to the top and there is a bottom color bar (bleeds to bottom), the boxes bottoms butting against the tops will not all be perfect when perfin. Bleed into bleed is next to impossible to keep the perfs perfectly at the buttings. It will vary a little back and forth into the top and the bottom throughout the runs.

IF USING POLYLITH STOCK WITH SLOTS AT THE TOP: any solids or heavy coverages around and over where the die cuts the slots into the badges lends itself to the ink re-wetting and offsetting of the oval shapes where they make contact with the next badges bottom after folding.

Special Guidelines for Carriers & Envelopes

We view all artwork submitted and let you know on a “per job basis” if we need any further info or if we need to make any alterations to provide the best possible outcome. Following these guidelines below will help ensure that your design is one that can be successfully reproduced on press.

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Carrier Size:

(Standard Size 9" x 4") or Extended Laser Carriers (Standard Size 11" x 4" or 11 5/8" x 4")

Carrier Layout:

- Bleeds should extend 1/8" beyond actual size of the carrier. On carriers, extend bleeds on all applicable sides.
- If name and address are to appear on the carrier and show through a window envelope please leave a blank area of 3 1/2" w x 1" h positioned 1" from left and 1/2" from bottom.
- When supplying carriers, use only uncoated cover paper. We recommend 67lb vellum bristol cover.

Envelopes Information (any size):

- Leave 3" at the top right of the envelope without graphics for postage.
- When supplying envelopes, do not use dark colors. The red stamp imprinted by the mail machine will not show up on dark colors.

**If you have any questions before sending art
please feel free to contact our graphic designer.
Kim Davis | kim@davisdesignllc.net or 443-289-7193**

If you would prefer to have your artwork designed by our designer please contact her directly, Kim Davis, (kim@davisdesignllc.net or 443-289-7193) and she can provide you a price.