



# ART SPECIFICATIONS

A-ROO COMPANY : OHIO • FLORIDA • TEXAS • CALIFORNIA

www.a-roo.com



@aroompany

The premier sleeve, sheet and roll film we provide is printed via Flexographic or Roto Gravure processes. We also offer other branded items using Digital and Offset printing on a variety of substrates e.g., Card Stock, Label Paper, PP (polypropylene), PS (polystyrene), etc.

THESE MEASUREMENTS AND GUIDELINES ARE TO BE USED AS A GENERAL REFERENCE GUIDE FOR ARTWORK AND DESIGN CONSIDERATIONS. IF ADDITIONAL INFORMATION IS NEEDED PLEASE CONTACT AN A-ROO COMPANY SALES PROFESSIONAL.

## ART FORMATS

Supply all color graphics in **CMYK (Cyan, Magenta, Yellow & Black) or Pantone™ Spot color format**, not RGB (Red, Green & Blue). RGB files must be converted to CMYK before printing. Due to color shifts that occur when converting to CMYK, please check color proofs carefully to ensure the color meets your expectation. *Please note that computer monitors do not accurately represent color.*

**Color Matching** It is critical to provide a color sample when color matching. The Pantone coated swatch book is used for printing on plastic film substrate. To select a Pantone color visit:

<https://www.pantone.com/color-finder>

### Vector Art

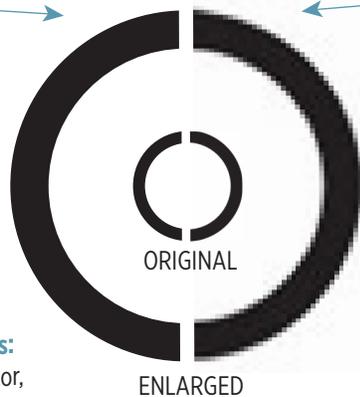
Resolution independent allows for unlimited scaling, large or small.

### Accepted File Types:

Adobe Illustrator: .ai  
Encapsulated Postscript: .eps  
Scalable Vector Graphic: .svg  
Portable Document Format: .pdf  
*(with Vector info intact)*

### Supported Software Applications:

Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, and Adobe InDesign.



### Raster Art

Resolution Dependent  
Quality degrades as pixels/ image increases in size.

Intended size or larger  
**@ 300 DPI**

### Accepted File Types:

Adobe Photoshop: .psd  
*(include layers and channels)*  
Tagged Image Format File: .tiff  
No JPG

Link placed images (do not embed) and include original raster CMYK tiff with work.

## ROYALTY HOLDING ART

CUSTOMERS WILL BE RESPONSIBLE FOR ANY FINES AND/OR FEES THAT ARE INCURRED BECAUSE OF ROYALTY-HOLDING ART OR COPY.

## PROOFS

YOU HAVE INVESTED A GREAT DEAL OF TIME AND MONEY INTO YOUR PROJECT. PLEASE TAKE THE TIME TO VERIFY YOUR PROOFS, SCRUTINIZE THE ITEM SIZE, SPELLING, LANGUAGE TRANSLATION, UPC # ETC. WITH GREAT CARE. THE PROOF IS THE LAST LOOK BEFORE PRE-PRESS AND PLATE MAKING, ADDITIONAL COSTS MAY OCCUR IF ADJUSTMENTS ARE NOT CALLED OUT AT THIS CRITICAL STAGE.

## WHITE INK

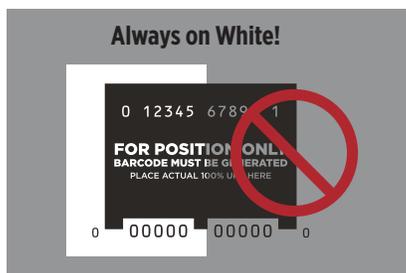
### White ink must be printed behind Machine Scannable Codes.

A 'basic' barcode is always 2 colors.  
*Don't forget to count White, as a color!*

Avoid light colors which may make the code difficult to scan.

All UPCs will be positioned to print in the direction of the press.

*(see print direction diagram on pg3)*



When printing on plastic film:

*Should the final product be opaque or transparent?*

1. Process inks (CMYK) and various spot inks will be transparent.
2. White ink is used to prepare surfaces so colors are not transparent. Even if white is not a color used in the design — it is frequently printed under all colors to increase the design's opacity.
3. White ink will be more visible on clear materials than darker colors.
4. Spot Colors with a percentage of white ink in them will be more opaque.
5. Consideration for this must be made during the design process.

## CYMK VS. SPOT COLORS



CMYK

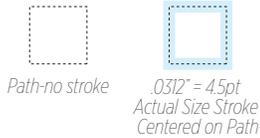
If you have reverse print or non-photo elements in process colors, a spot color should be chosen instead.



SPOT

## TRAPPING

### Flexo & Gravure



If two colors touch or butt, trapping may be required. Trapping compensates for the limitations of the printing process and is accomplished by intentionally overlapping colors.

Lighter color spreads under darker color.



### Digital & Offset



Traps range between .0033" to .0156" depending on the substrate and intended printed content.

Lighter color spreads under darker color.



## FONT & LINE WEIGHT

### Flexo & Gravure

#### Minimum Sizes (Reverse Print)

2pt Line

10pt Bold Sans Serif  
14pt Bold Serif

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Reverse Print)

® , © , ™ should be at least .125 dia.

® , © , ™ should be at least .140 dia.

#### Minimum Sizes (Positive Print)

.5pt Line

7pt Sans Serif

9pt Serif

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Positive Print)

Sans Serif ® , © , ™ should be at least .08 dia.

Serif ® , © , ™ should be at least .10 dia.

Fonts need to be included with art or OUTLINED.

IF FONT IS NOT PROVIDED AND TEXT EDITING IS REQUIRED, CUSTOMER MAY BE CHARGED FOR FONT PURCHASE OR A SIMILAR SUBSTITUTE FONT WILL BE USED.

### Digital & Offset

#### Minimum Sizes (Reverse Print)

1pt Line

6pt Bold Sans Serif

9pt Bold Serif

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Reverse Print)

® , © , ™ should be at least .060 dia.

® , © , ™ should be at least .075 dia.

#### Minimum Sizes (Positive Print)

.5pt Line

4pt Sans Serif

5pt Serif

Size may need to be altered due to individual font characteristics.

#### Symbol Sizes (Positive Print)

Sans Serif ® , © , ™ should be at least .050 dia.

Serif ® , © , ™ should be at least .070 dia.

Fonts need to be included with art or OUTLINED.

IF FONT IS NOT PROVIDED AND TEXT EDITING IS REQUIRED, CUSTOMER MAY BE CHARGED FOR FONT PURCHASE OR A SIMILAR SUBSTITUTE FONT WILL BE USED.

## SCREENS & GRADIENTS

### Flexo & Gravure

100%

Screen  
or  
Gradient

Designs containing large solid flat areas of color and screens or blends of that same color will be separated into two plates (solid on one, screen on the other), and will use two separate ink stations on the press.

GRADIENTS CANNOT "DROP" OR FADE TO 0%, FADE LIMIT IS 10% ON ALL FLEXO JOBS.

### Digital & Offset

100%

+

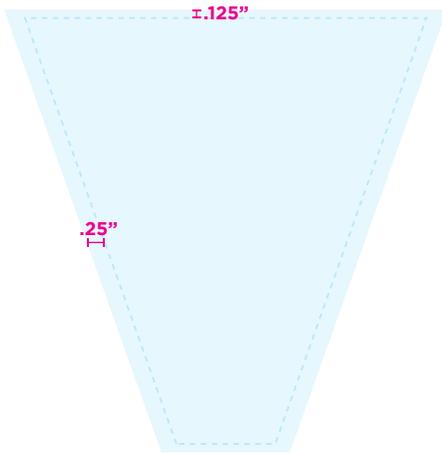
Screen  
or  
Gradient

Designs containing large solid flat areas of color and screens or blends of that same color can share the same plate and do not need to be separated.

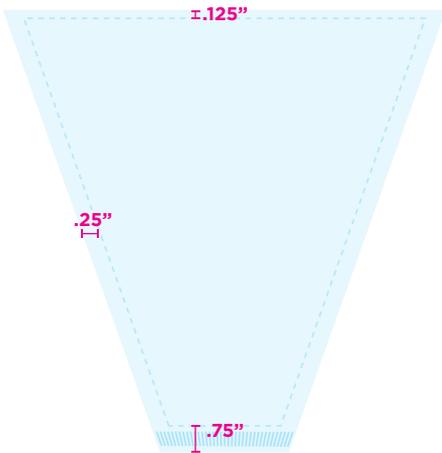
GRADIENTS CANNOT "DROP" OR FADE TO 0%, FADE LIMIT IS 3% ON ALL DIGITAL & OFFSET JOBS.

### PRINT DISTANCE FROM SLEEVE EDGE

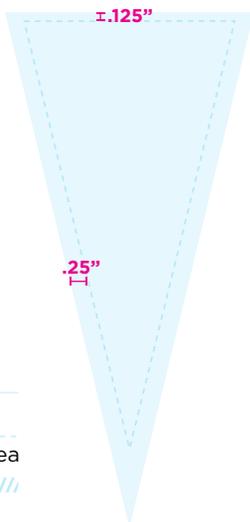
Open Bottom Sleeve



Sealed Bottom Sleeve



Cone Sleeve

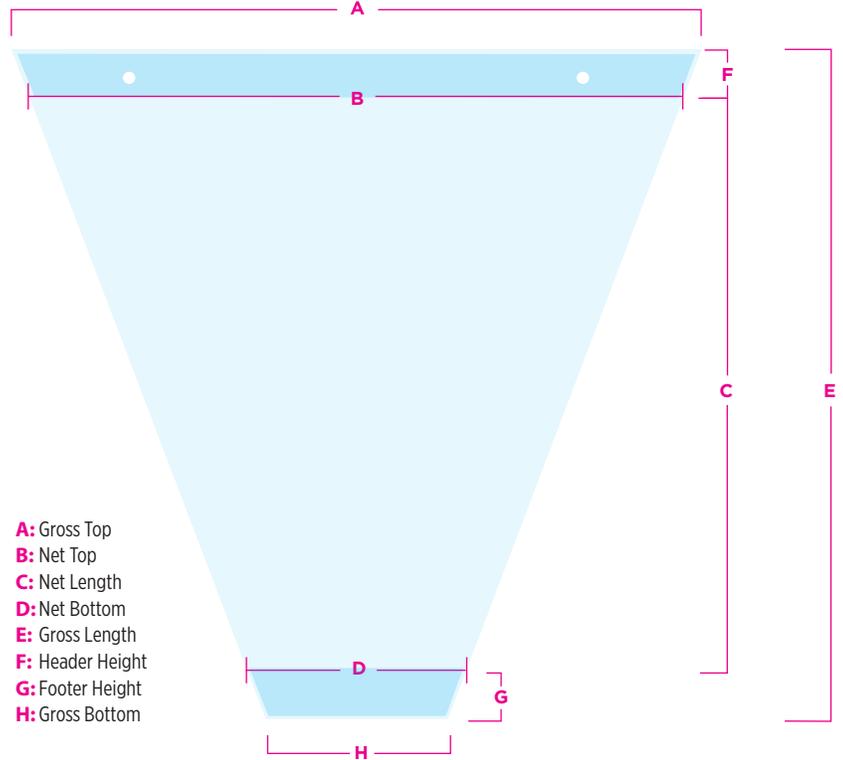


Trim Edge

Safe Artwork Area

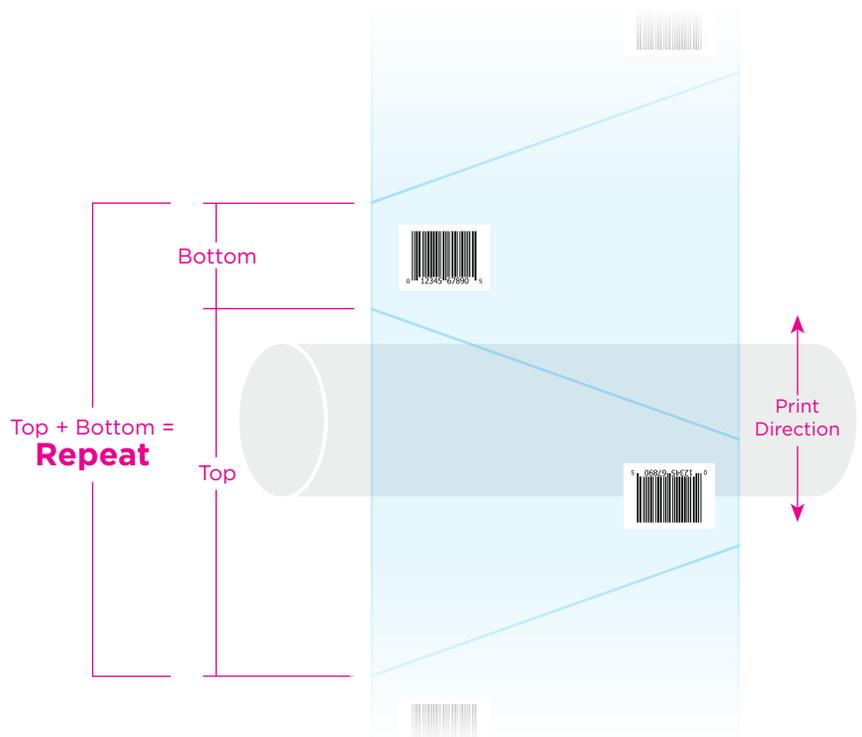
Bottom Seal

### ANATOMY OF A SLEEVE



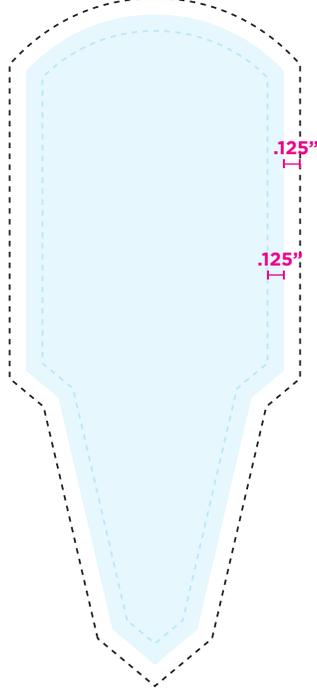
- A:** Gross Top
- B:** Net Top
- C:** Net Length
- D:** Net Bottom
- E:** Gross Length
- F:** Header Height
- G:** Footer Height
- H:** Gross Bottom

### SCANNABLE CODE AND PRINT DIRECTION



## PRINT DISTANCE FROM ITEM EDGE

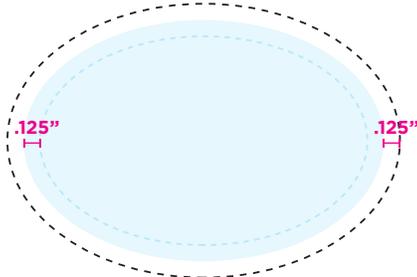
Stick Tag



Card



Label



-----  
 Bleed Area  
*required if artwork extends to the edge of the tag after trimming*

-----  
 Trim Edge

-----  
 Safe Artwork Area

## VENT HOLE MEASUREMENTS

Vent Hole Sizes



Layout

Vent holes must be spaced a multiple of 2.5" horizontally and/or 1" vertically from each other.

