



Preparing Artwork Guide v1.2

Color Mode and Resolution

When setting up your art file on the proper print template, you must create it in **CMYK** rather than **RGB** (which is used only for screen work). RGB colors are created by mixing Red, Blue, and Green on your screen/monitor. Whereas CMYK colors are created by mixing proportions of Cyan, Magenta, Yellow, and Black inks. You can convert RGB graphics into CMYK, however some color shifting may occur. You can print your design at 100% on your home printer or local copy shop in order to see how any converted colors will reproduce.

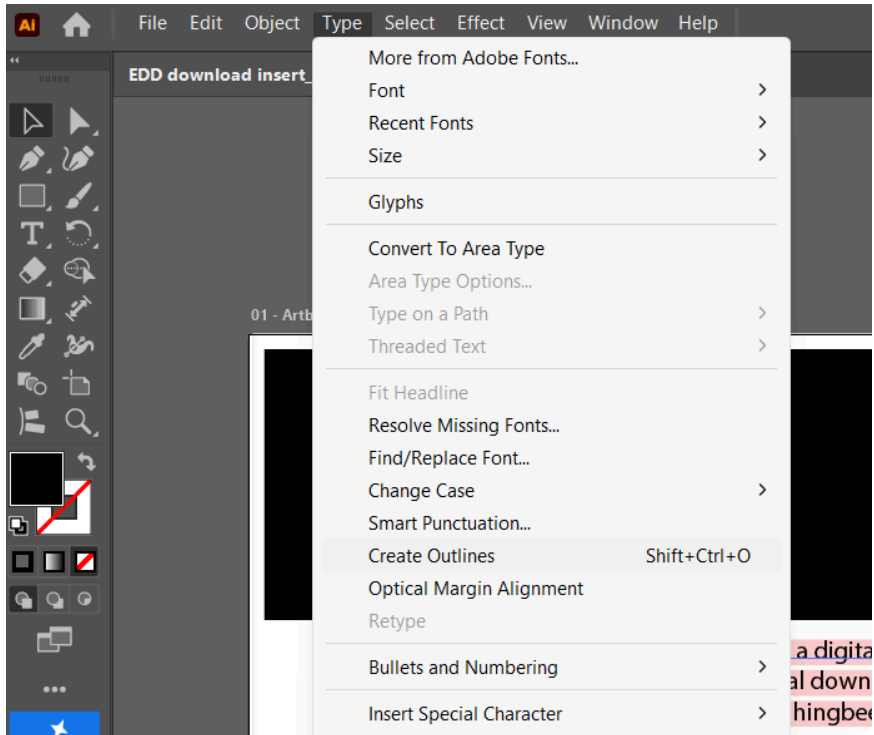
You can convert your file to CMYK in Adobe Illustrator by going to **File > Document Color Mode > CMYK Color**.

All of the elements used to create your design should be set up at a suitable print resolution (300 dpi), in order to reproduce properly when printed.

Convert All Text to Outline

In order to make sure that your text looks correct and that no font substitutions occur when opening your files on a variety of pre-press and printing computers, please make sure that you convert all of your text to outline.

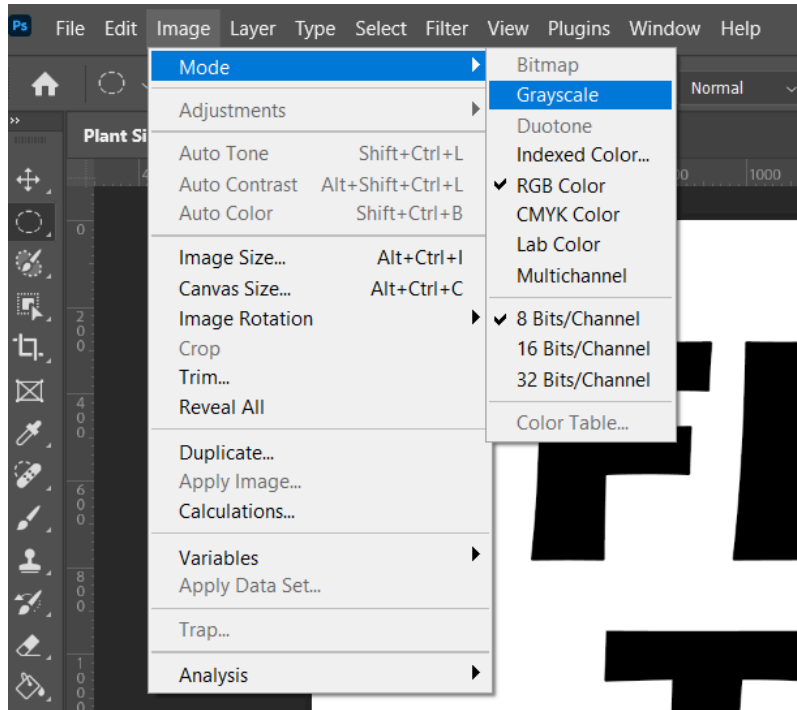
Graphics programs such as Adobe Illustrator, Photoshop, and InDesign offer options to select all text and convert to outline. Select your text, then go to the **Type** menu > **Create Outlines** (or **Shift+Ctrl/Cmd+O**) to convert.



Convert to Grayscale

Want to have your artwork printed in Black & White? If so, you must convert your artwork to Grayscale.

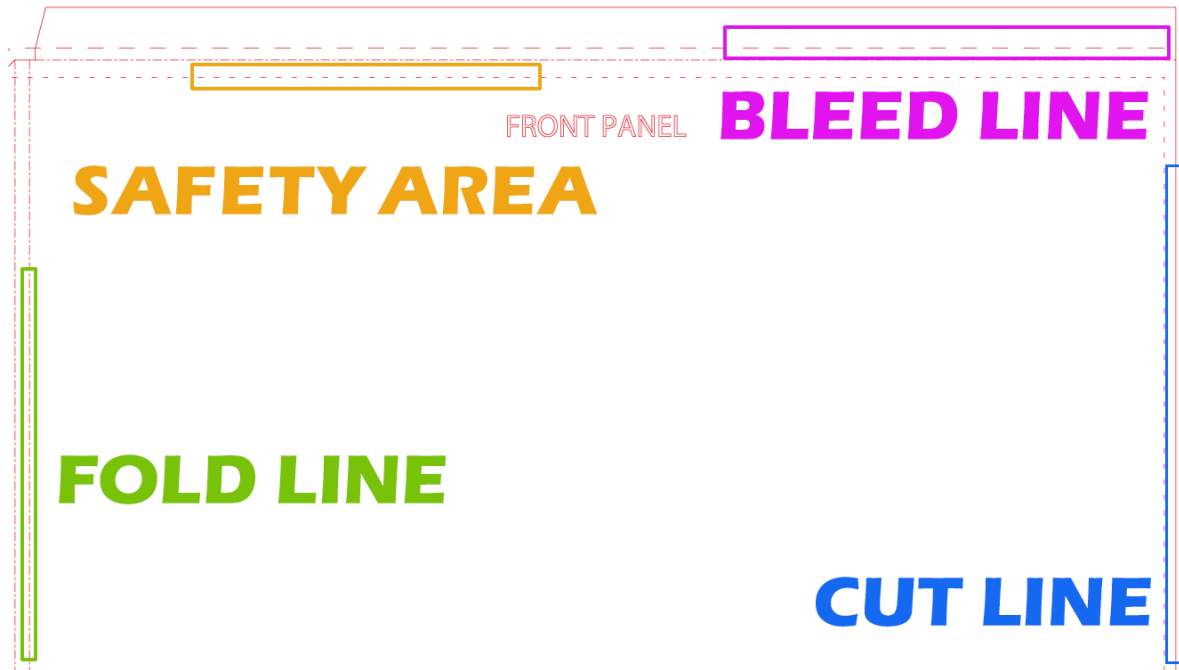
To convert your artwork to Grayscale in Photoshop, you can go to the **Image** menu at the top of your screen and choose **Image > Mode > Grayscale** and choose to discard color information.



Working With and Understanding Your Print Template

There are print templates for inner labels, jackets, inserts, and printed innersleeves. Laying your artwork out on these templates correctly is critical to ensuring that things print the way that you intend. You can find all of these print templates at smashedplastic.com/templates

What do the guide lines on your template mean? The interior dotted line is the **Safety Area Line**, the solid line is the **Cut Line**, and the most exterior dotted line is the **Bleed**.



The Safety Area line indicates the area that you should have all of your text and art elements inside, in order to make sure that everything reproduces correctly even if there is a slight variance that is created when the knife cuts your print.

The Cut line is where your printed material will be cut after it is printed.

The Bleed line is the indicator of where your art should extend, in order to make sure that no white border from the paper itself results from any slight variance when cut.

The Fold line is the line along which the printed jacket is folded. You must keep any text on the spine of your jacket between the two fold lines, in order to ensure that it does not extend on to the front or back panel when folded.

Final art files must be laid out on the proper Smashed Plastic print templates with all of the existing layers preserved and your artwork on a separate layer.

Do NOT combine or delete any of the existing template layers. We need to have these files as layered files, so that the template lines can be turned off after the necessary registration is complete and before printing so that they are not visible. Sending a flattened file will not work - **no .JPG or PNG files can be accepted.**

Sending Your Completed Artwork Files

When you have completed your art files, please ZIP your folder of files and upload them to our secure WeTransfer site - smashedplastic.wetransfer.com.

Please name your files the name of your project, along with the CAT# that you are using - ie **FR-055-TheFakes-GetReal_innerLabels.PSD** so that we can make sure that everything is grouped together, proofed, and collected properly for assembly when your project is finished pressing.

Please be sure to include any linked images in your layout and a folder of the fonts used. This would include any images, photographs, or logos that appear in your art that were not directly embedded in your artwork file.

Marketing Stickers & Barcodes

Please design your stickers between 2"-3" as either round, square, or rectangular. Please use a 1/8" bleed on any shape sticker that you would like to design. If you have any questions about adding a bleed line to your artwork, please contact us at info@smashedplastic.com.

If you are creating UPC/Barcode stickers for us to print, please make sure that you are using high contrast colors - we recommend black bars on white background, in order to ensure that they will scan on all bar code scanners. UPC stickers are typically sized at 1" x 1.5".

If you are printing your own stickers, it is critical that you have them printed on rolls, set up to be machine applied. They need to be printed with **Unwind Orientation #4** and **core size 3**, in order to make sure that they will work with

our sticker applicator machine. If you do not follow this guideline, stickers will need to be applied by hand and will incur an additional fee.

Please let us know if you have any questions - [**info@smashedplastic.com**](mailto:info@smashedplastic.com)