

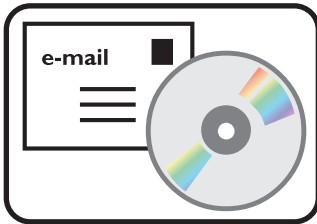
Guidelines for Supplied Art

Art Creation



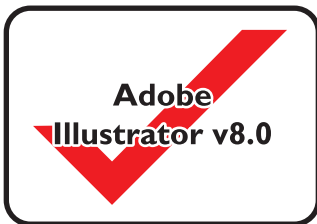
We Want to Meet Your Expectations

We want to ensure that the art material you provide on disk meets your expectations when printed. Labels are printed on a flexographic press; therefore, some effects are best avoided. The following guidelines are provided to assist you in creating printable art files. Please read them carefully. If you have any questions, call the Art Room at 714-957-2891



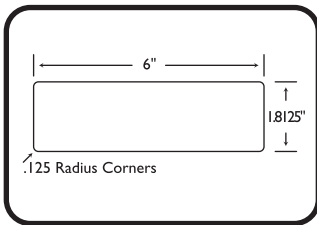
Artwork Transmissions

Art can be submitted via e-mail to: artwork@billboardbeverage.com Please give a contact name and telephone number in case we experience problems with the transmission. We can also accept CD's, formatted for both PC and Macintosh. Please do not include any unrelated files on your disk.



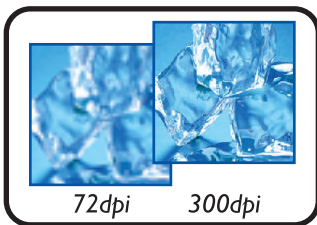
Accepted Formats

Adobe Illustrator v8.0 is preferred to avoid additional production charges. Photoshop image files are also accepted for use in process work, as monotone / duotone images, or one-color line art images, saved as eps or tiff formats. 3D type effects and drop shadows will not print with the desired result on a flexographic press.



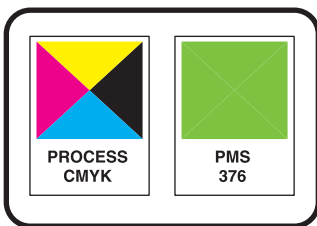
Be Dimensionally Accurate

Make sure the art is created to the exact dimensions shown on the printed proof. If no printed proof will apply, then be sure to give (in written form) all of the physical aspects and dimensions of the label. This includes the overall dimensions, radius corners, and exact locations and dimensions of interior cutouts. The Pacific Group will try to match the dimensions to the Dies in-house. If the dimensions need to be an exact size a Die will be created for it at an additional expense.



Avoid Low Resolution Images

Low-Resolution (72dpi) files extracted from the internet cannot be accepted. All color scans must be in CMYK, and saved as 300dpi tiff or eps files, at 100% as it appears in the final art file. If the image is used as a background and bleeds off the label a .125" (1/8") should be added both to the Width and Height. Do not change the resolution from a lower resolution to 300dpi or scan an image from a printed piece - this will result in a poor quality printed piece. Once an image is placed in the document, do not change the file name.



Color

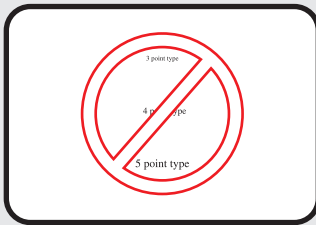
All color must be converted to CMYK or PMS (no RGB). Pantone colors must be called out using the **Pantone formula guide** numbers. Do not rename pantone number 266, Lime Green. Gradients may be used; however, our printing process **does not** allow for screens to fade to 0%. All gradient screens should be made to the minimum of 5%.



Specify Fonts

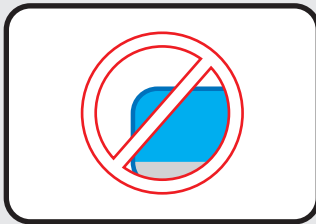
If possible, please provide a list of the fonts that are referenced in your art file. Billboard Beverage Co. maintains an ever-growing library of hundreds of Macintosh formatted fonts. **All PC fonts** must be converted to "Paths" or "Outlines" before the art is e-mailed or saved to a CD. If you are referencing a font not currently on hand, we will need to buy the font, have it supplied by you, or arrange for you to convert this portion of your art to "Paths" or "Outlines".

Art Creation



Avoid Fine Copy and Thin Lines

Fonts that are 6 point or larger generally reproduce without difficulty. Below 6 points, printing quality will vary depending on the font style and weight. For instance, 5 point Helvetica regular will not print as well as 5 point Helvetica medium. For practical purposes, the absolute minimum is 4 point **bold** for positive copy and 6 point **bold** for reversed copy. Register marks, Trademarks and Copyright marks (®, ™, ©) below 6 point must be **bold**. Line weights should always be .010" or greater.



Avoid Bleed Borders

Bleed borders should be at least .063" (1/16") wide. Borders that are thinner will look "lopsided" if the relation of the printing to the die-cutting varies even slightly. Consider using an in-line border (a thin line around the inside perimeter of the label that does not touch the edge of the label), rather than a bleed border. The in-line border should be at least .05" from the edge of label.



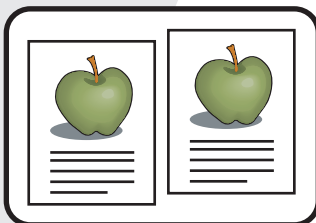
Stay Away from the Edge

Copy, logos, and graphic elements should be a minimum of .05" from the edge of the label, if possible. This allows for some variation in the cutting process without affecting the appearance of the label.



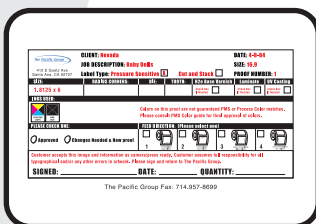
Do Not Color Separate

Artwork should be prepared without traps or color separations. Billboard Beverage Co. will separate colors and add traps after determining the printing method and the order in which colors are to be printed.



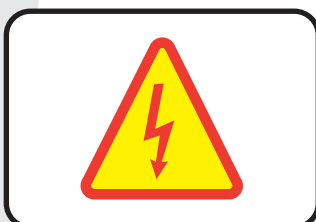
Provide a Printout

Whenever possible, supply a printed copy of your digital artwork, preferably in color. We want to match apples to apples. Often differences in font libraries, program versions and output devices cause subtle changes to the art. A "hard copy reference" is the best way to assure that we print exactly what you intend. Every effort will be made to match color for four-color process labels; however, we cannot guarantee an exact color match.



Proofs

We will create a color proof for your signature, to make sure no errors occur. You must fill out the proof sheet completely. We need to know if you want our Water Base Varnish, Laminate, or UV Coating. We need to know the Feed Direction you want your labels in. We need to know the Quantity of labels you want delivered to you. We will not process an order without a sign off on the artwork. E-mail proofs will be sent as pdf files (pdf sometimes have problems displaying gradients). If you do not have e-mail a proof can be sent to you by mail.



Disclaimer

Billboard Beverage Co. is not responsible for errors in client supplied materials. Please proof carefully before submitting your digital file. Make sure that all materials comply with the guidelines listed above. Upon signing the proof the customer accepts the image and information as camera/press ready. The customer assumes full responsibility for all typographical and/or any other errors in artwork.