

# Artwork Requirements



If unsure about artwork files, please call or email before sending. We will be happy to guide you.

Phone: 1-888-395-5000 Email: [art@highcor.com](mailto:art@highcor.com)

## Submitting Artwork

Please email all artwork to [art@highcor.com](mailto:art@highcor.com) up to 10MB. Larger files may be sent on CD/DVD.

US Mail: ATTN: Art Dept. / Highland Corporation  
P.O. Box 705  
Mulberry, FL 33860

FedEx / UPS: ATTN: Art Dept. / Highland Corporation  
150 Kid Ellis Road  
Mulberry, FL 33860

You may also place your files on our FTP site: <ftp://jaguar.epolk.net>  
username: highcordocs  
password: boxes22 (leave third field empty)

Please submit artwork formatted as EPS / TIF / JPG (hi resolution). Artwork may be compressed with StuffIt or Zip.

Accepted applications:

**Adobe Illustrator (.ai):** Preferred for flexographic printing. Outline all fonts. Do not embed placed images.

**QuarkXpress (qxp):** Conversion may be required for flexographic printing.

**Freehand:** Converts to Illustrator easily.

**CorelDraw:** Save as Illustrator file.

**Adobe Photoshop (psd):** Please do not typeset in Photoshop, save as CMYK at 300 dpi. In .eps or .tif format.

**Adobe PDF:** Please include any placed artwork, check "Preserve Illustrator Editing Capabilities."

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## Recommended Design Guidelines

1. To achieve optimum contrast, screen values should have a 20% difference.
2. Screens can range from 100-2%. This includes gradients and blends.
3. Line thickness should have a minimum of .5 point.
4. Type should not be made up of more than 2 colors, with a minimum of 4pt for solid text and minimum of 5pt for a reverse (white text). Thin reverse text or serif type may not print and could fill in with surrounding color.
5. Avoid thin borders. Artwork that is too close to the edges of the ticket run a risk of being cut off. Please keep designs within .0625 away from edge of die.
6. For bleeds, allow .125" outside of dieline.
7. Flexography has a "dot gain" when printed. This means a 20% screen may appear printed as dark as 40% (the darker the color the greater the gain) 85%-99% screens may appear solid.
8. Four color process files may print within a + or - 10% of the file's color. Specified PMS spot are the only way to guarantee a color match.
9. If possible, send a .pdf as an additional layout guide.

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## Helpful reminders

1. If the job is Pantone or spot colors, make sure that you delete all unused colors. We suggest laser printing your color separations to ensure that you don't have unexpected spot colors.
2. Be sure to convert any scanned image to 300 dpi. / CMYK / 100% size before saving. Save as .eps or .tif with binary encoding. Please, no low resolution scans.
3. Always supply necessary fonts.
4. Please send only *copies* of files. DO NOT SEND ORIGINAL FILES. Media will be returned only upon request.

If you have any concerns about the information contained here, please call us at 1-888-395-5000.