

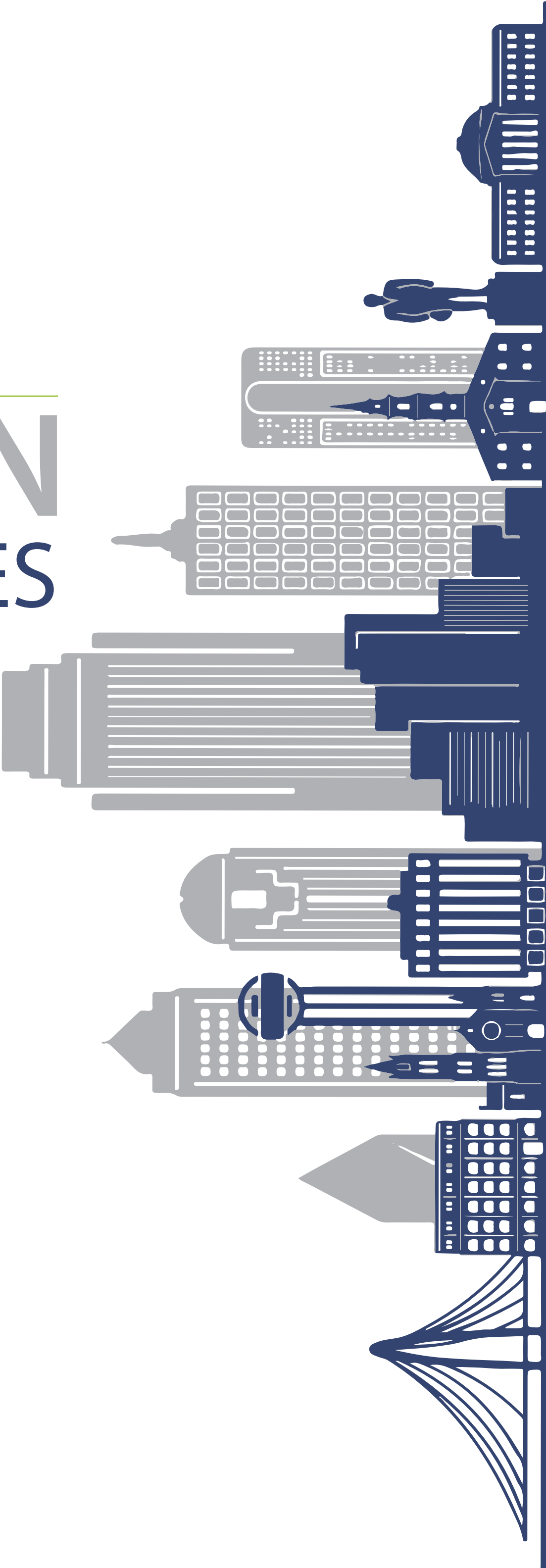


DESIGN GUIDELINES

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FOLLOW & CONNECT



ACCEPTED FILE TYPES

VECTOR GRAPHICS (PREFERRED FILE TYPE)

Vector-Based PDF (Portable Document Format) files are preferred and must be built in CMYK color mode for the most accurate print results. **Adobe Illustrator (.ai)** or **Encapsulated Post Script (.eps)** format is also acceptable. ***Please be sure to CONVERT ALL FONTS TO OUTLINES AND EMBED ALL OBJECTS AND IMAGES.**

NON-ACCEPTABLE FORMATS

To ensure print and color accuracy, **WE DO NOT ACCEPT** graphics in Microsoft Word, Publisher, or Excel files. If you are working in Corel Draw or any other CAD based software, please be sure to export your files as a PDF (.pdf).

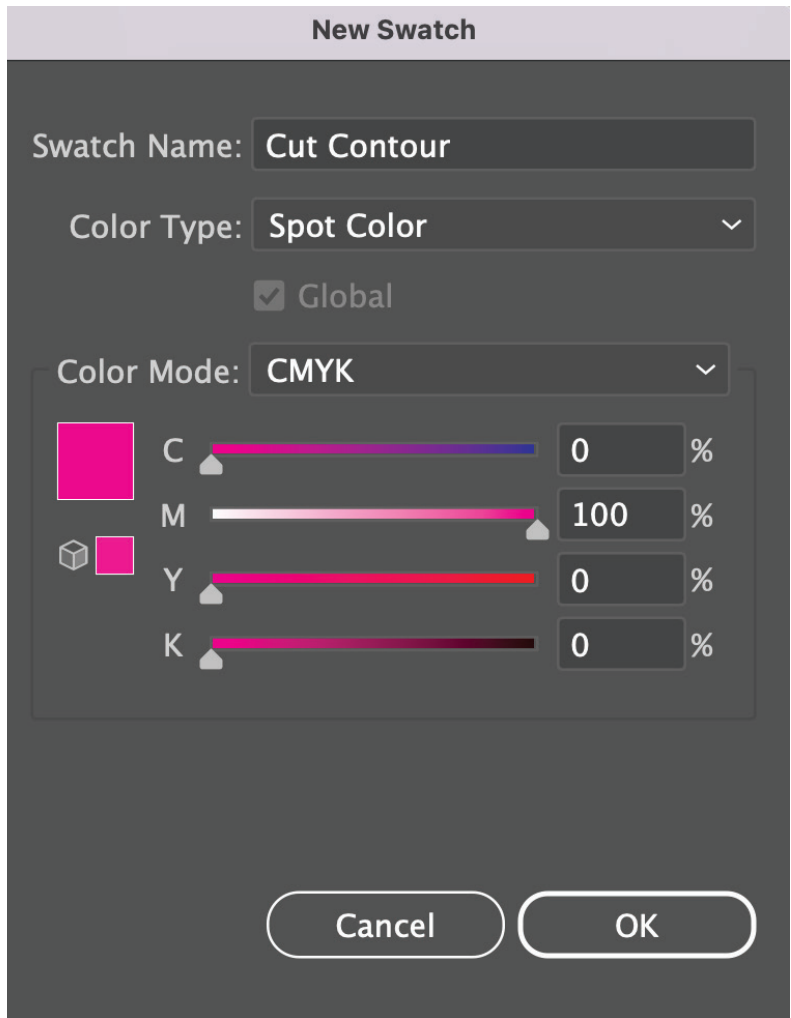
- If you are submitting Adobe InDesign files, please only send .PDF exports of that file with all objects and images embedded and all fonts outlined. Please include all support files.
- Any files submitted that are not preferred file types for print will require additional design and setup time, which can produce additional setup charges.
- File type limitations do not apply if JGX will be redesigning your work or designing from scratch.

HOW TO PREPARE YOUR ARTWORK FILE:

- ☐ Fonts used in the files should be converted to curves / outlines.
- ☐ Convert files and support files to CMYK.
- ☐ Photoshop layers should be flattened and provide die cut lines as illustrator (.ai) file (if applicable).
- ☐ Vector files should include PMS color info and die cut lines on a separate layer (if applicable).
- ☐ All die cut stroke lines need to be the top layer, a “Spot Color”, and titled “Cut Contour” in Illustrator. *See Page 2 for more details.*
- ☐ White layer (if applicable) needs the “Overprint Fill” selected and titled “White” in Illustrator. *See Page 2 for more details.*
- ☐ CMYK artwork layer should be under the white layer in Illustrator.
- ☐ Vector (Illustrator/Acrobat) files should be submitted with embed links in High Resolution.
- ☐ Artboard should be the size of the final piece.
- ☐ If bleed is required to the edge, please incorporate at least (.125”) of bleed. Trim marks can be included.
- ☐ Use Rich Black (75% C, 75% M, 75% Y, 100% K) instead of Black (0% C, 0% M, 0% Y, 100% K).
- ☐ Vector artworks for larger print dimensions should be created at 25% / 50% scale or 1’ = 1” ratio.
- ☐ Photoshop files should be created 1’ = 1” ratio @ 300 dpi Resolution for 360 dpi UV printing.
- ☐ Photoshop files should be created 1’ = 1” ratio @ 1200 dpi Resolution to produce high resolution prints.
- ☐ Please provide a hard copy of artwork for color proofing with PMS # marked (if applicable).
- ☐ Save with Color Profile US_Web_Coated_SWOP_V2.

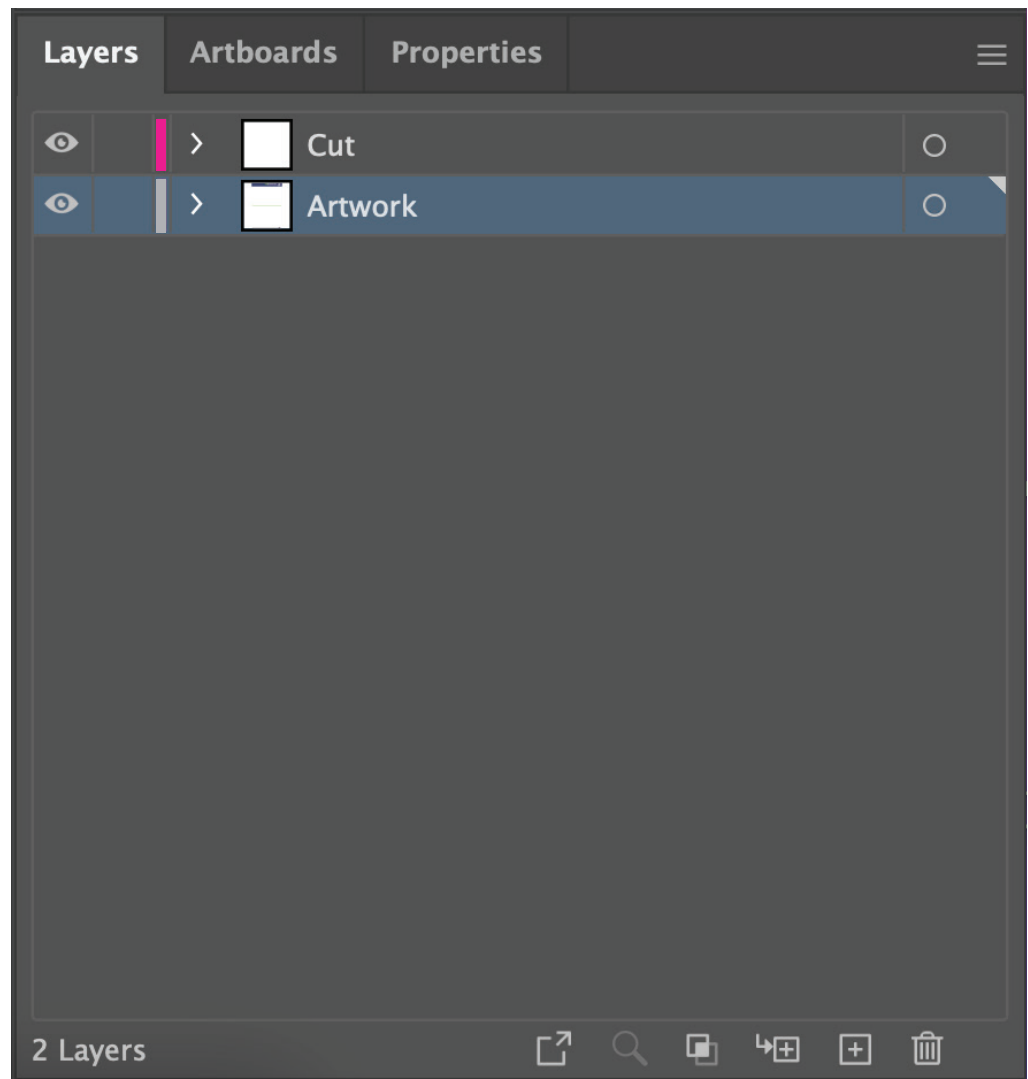
CUT CONTOUR PATHS

When setting up files with custom cut paths, be sure to follow these guidelines when working in Adobe Illustrator and when saving your files for print.



- Create a new swatch and name it “Cut Contour”
- Change your Color Type to “Spot Color” in the drop down box.
- Make sure your Color Mode is selected as “CMYK” in the drop down box.
- Use the following CMYK color values for your cut path: C=0, M=100, Y=0, K=0

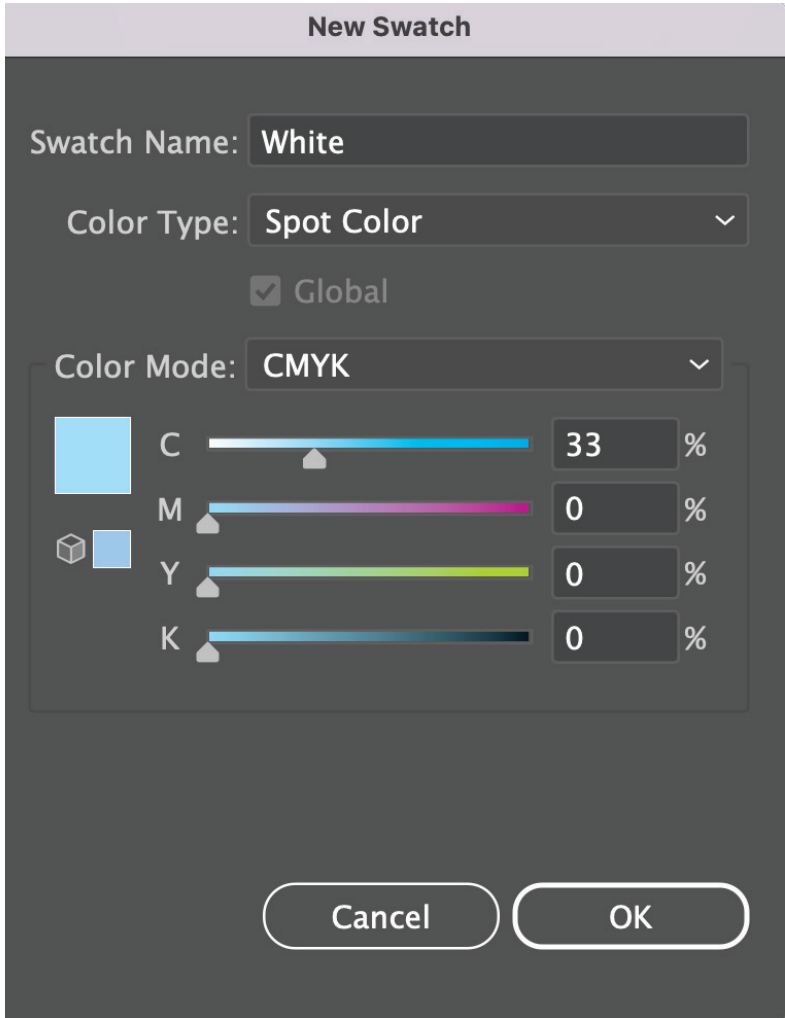
Once you have your swatch created for contour cutting, be sure to have all cut path elements placed on a separate layer within your Adobe Illustrator file that should be named “Cut”.



- Make sure the “Cut” layer is the top layer in Adobe Illustrator.
- Preferred Stroke with .1pt line weight
- No Special Effects
- The “Cut” stroke line Must Be Centered. (No inside / outside cut)

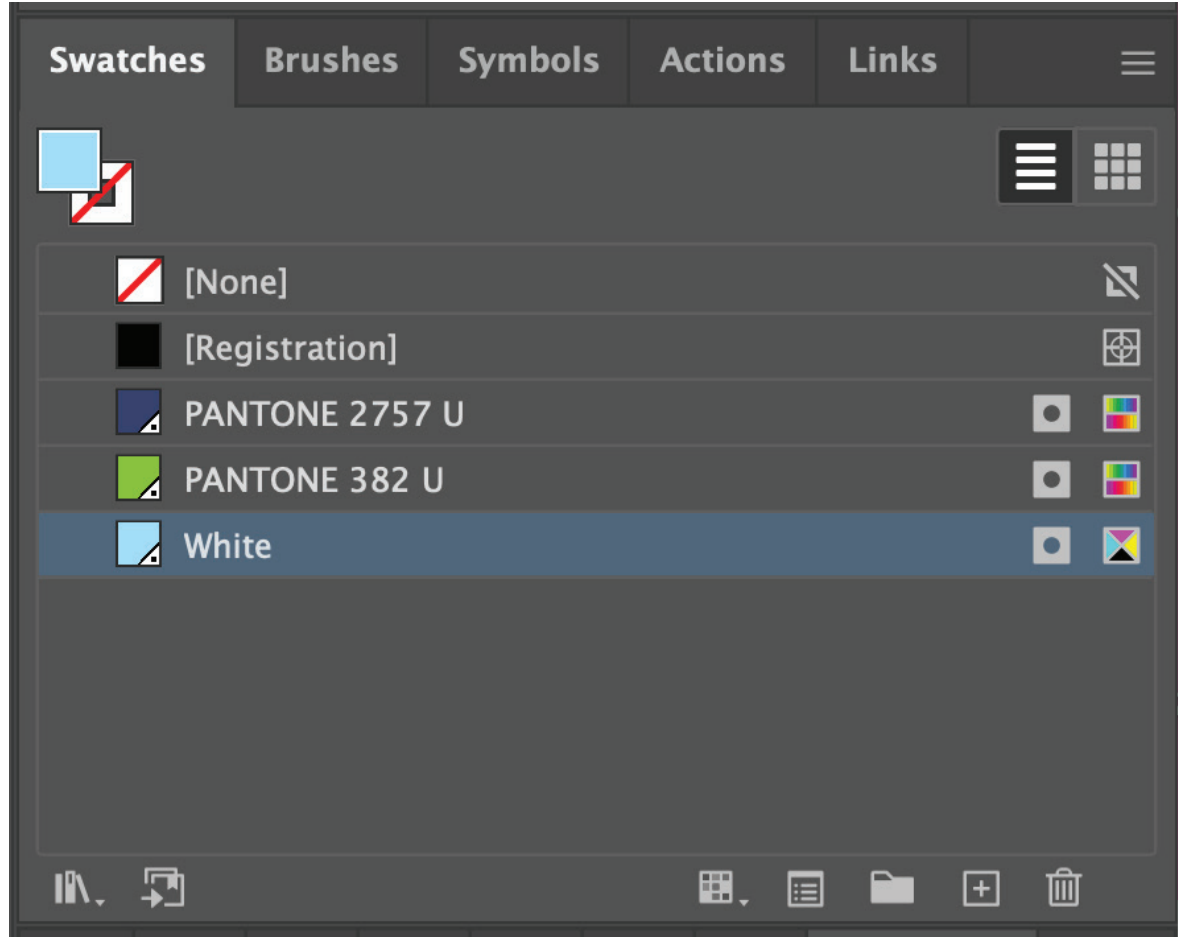
PRINT WITH WHITE

White ink data is defined in Adobe Illustrator and InDesign as spot colors. Click on Window and choose Swatches. Create a new swatch using New Swatch icon at the bottom.



- Create a new swatch and name it “White”.
- Change your Color Type to “Spot Color” in the drop down box.
- Make sure your Color Mode is selected as “CMYK” in the drop down box.
- Use the following CMYK color values:
C=33, M=0, Y=0, K=0.
(The color can be changed if needed to differentiate from a color in the Art File).

Once you have created the spot color swatch, it is ready to be used in the design of your file. The swatch is found in the Swatches window. It has a small dot in the lower right corner of the swatch to indicate that it is a spot color.



You can control the density of white ink using the slider or numerical control in the Color window. Note that using the Transparency control will also affect the density of the spot color and has a cumulative effect (70% density with 50% transparency results in a overall density of 35%).

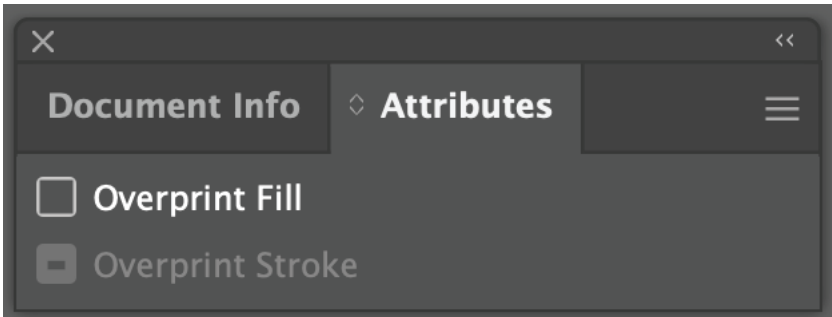
PRINT WITH WHITE CONTINUED...

Overprint Attribute

Normally, when you create and print overlapping elements, the top element knocks out the area of the element underneath. This is the default mode for Illustrator. In the example below, a box was created using the spot color swatch (white ink) and green text was placed on top. The green text knocks out the spot swatch data below. The two colors do not mix. If this was printed on black media, the green text would have no white ink underneath it and would be difficult to see it.

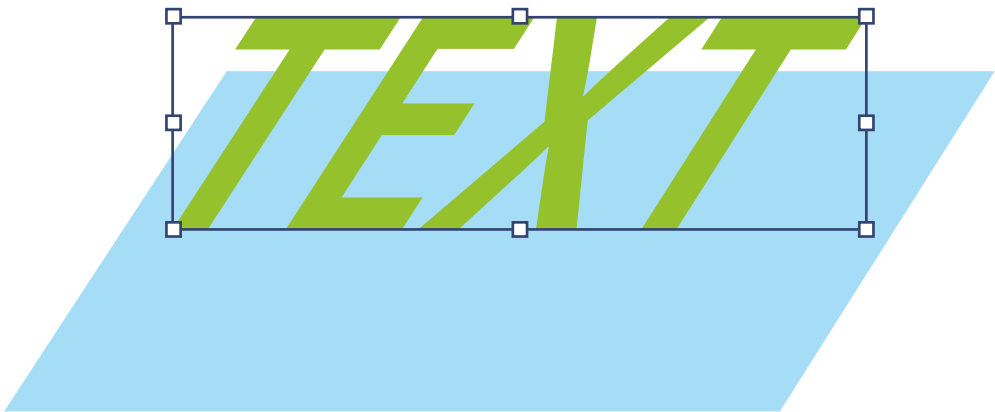


Default

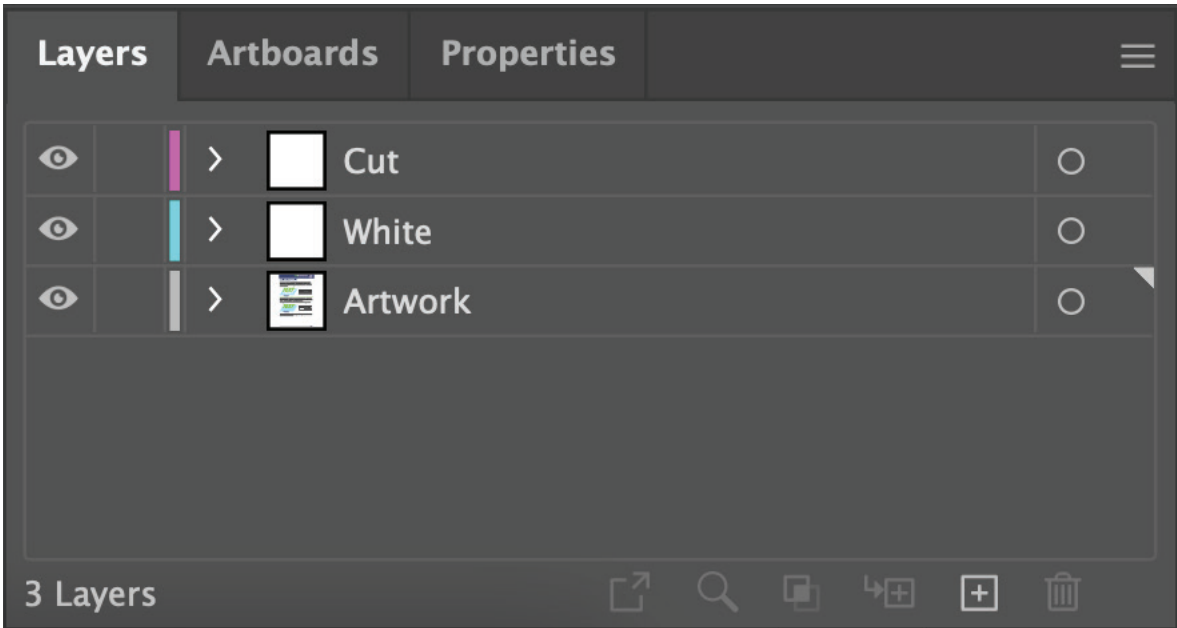
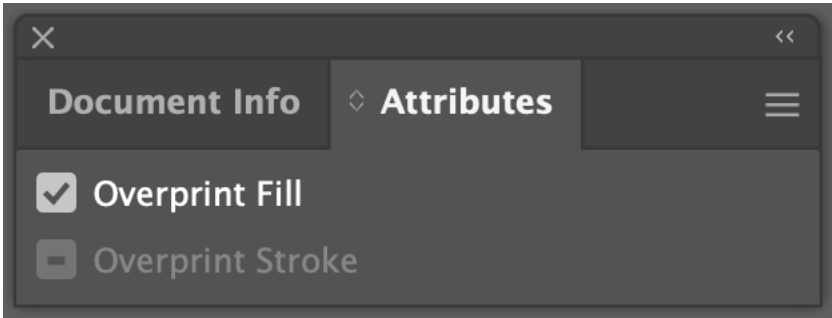


Overprint Fill prevents knockout and allows elements to print over or under other elements. This is important when using white ink as a spot color. You must enable the overprint attribute when the artwork needs to be printed over top of or under the white ink. This option is found in the Window menu under Attributes. When you select your shape the options for Fill and Stroke will be available based on the object's characteristics.

If the example below was printed on black media, the green text would print on top of a uniform box of white ink.



Overprint



Make sure the “White” layer is on top of the “Artwork” layer and underneath the “Cut” Layer in Adobe Illustrator.

HOW TO SEND US YOUR FILES

Some Options We Accept:

- Compress (Stuffit / Winzip) the files for faster processing. File size limit 1 GB.
- Dropbox
- WeTransfer
- FTP

PROOFS & APPROVAL

We recommend and offer free digital proofs to our clients. We take extreme pride in our speed, precision, and quality, but the final examination for accuracy is your responsibility. Before giving approval, please examine all proofs carefully for the accuracy of information presented, as well as spelling, punctuation, numbers, graphics, colors and general layout. You may order a paper proof or proof substrate for an additional fee. If color matching is crucial, please specify a PMS color.

WE DO NOT ACCEPT VERBAL APPROVALS. PLEASE RESPOND TO OUR EMAIL.

After the proof is approved, all sales are final. Your order will be put into production IMMEDIATELY after your approval!