

**PREMIUM FLEXOGRAPHIC PRINTING SINCE 1974**

## **KDV GRAPHIC STANDARDS**

### **SUPPLYING DIGITAL FILES TO KDV LABEL**

THIS GUIDE HAS BEEN DEVELOPED BY KDV LABEL CO. INC., TO ASSIST IN THE FLOW OF INFORMATION AND CAN BE USED AS A CHECKLIST TO GENERATE ART AND COPY FOR YOUR PROJECT FROM CONCEPTION THROUGH FINAL FILES AND PLATES.

#### **\*Non-Electronic Pre-Press**

If you are supplying information for a new design, or a redesign product please forward typed copy, all logos, and graphic elements that may be useful. Also, please include any other information that may be useful in the development of your design.

#### **\*Electronic Pre-Press**

If you are supplying information for a new design or a redesign product please forward copy, logos and graphic elements in electronic form as outlined in this guide.

#### **\*Customer Supplied DTP**

KDV label does accept direct to plate files and supplied plates. If you are supplying "locked" digital files for output please refer to the last section of this guide for details on supplying files in this format. When possible, KDV would like to receive 1-up .AI files. This allows KDV to optimize the output for any one of our Flexographic presses.

**\*Note:** All labels will be printed using Flexographic presses. All trapping is done by KDV Label. Please do not trap your art, and please remove existing traps from your art unless you are supplying DTP files. The information provided below is for general reference only. If you have a specific question please contact your customer service representative.

### **Guidelines for developing and delivering files to KDV Label**

#### **A. Guidelines for developing electronic files.**

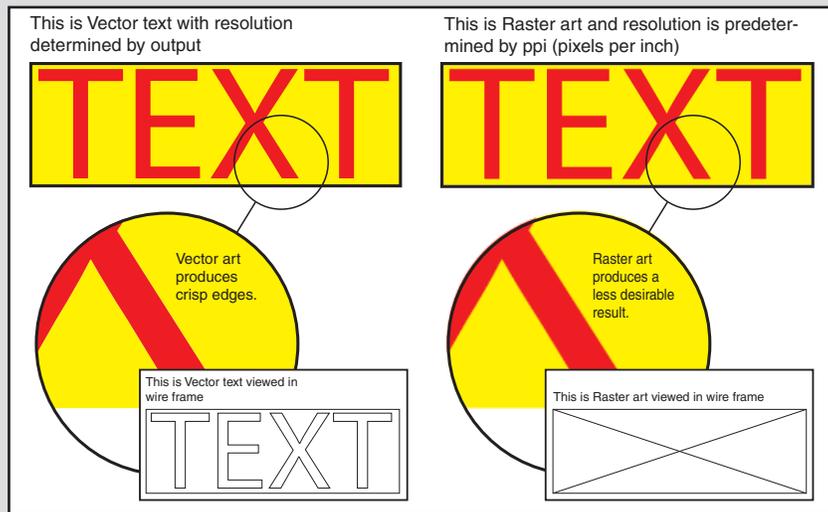
##### **1) Software compatibility-Macintosh preferred PC available**

- AI (Adobe Illustrator)  
-Note to Version 9 through current users. **KNOW YOUR TRANSPARENCIES!** All transparency and Illustrator effects should be left as live effects. This includes blur, feather, glow and drop shadows. Gradient mesh and shape blend tools are acceptable. For a complete guide on transparencies for print output please refer to the following link.  
([www.adobe.com/designcenter/](http://www.adobe.com/designcenter/))
- Photoshop
- Quark Xpress (files will be converted to .eps and an additional charge may apply)
- Adobe InDesign (files will be converted to .eps and an additional charge may apply)
- Freehand (files will be converted to .eps and an additional charge may apply)
- Do not send files in Microsoft Publisher, Word, or other word processing application.

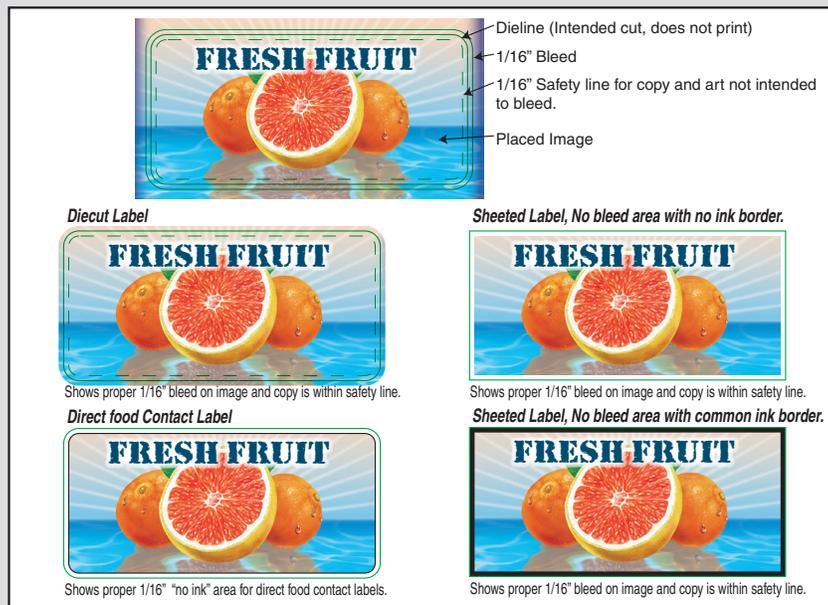
##### **2) Design**

- All art components must be layered and selectable using a mouse. This applies to filter effects added to the art, Illustrator filter effects in versions 9 and earlier should not be used as those effects will not color separate and will need to be rebuilt.
- Send any graphics used in the file separately, **DO NOT EMBED GRAPHICS IN FILE**, keep them as a separate link.
- No hairline or smaller lines/rules. All lines need to be 1/2 point minimum.
- Images should be cropped, scaled and rotated in native application prior to placement in Illustrator.**
- Make sure all linked files sent to us are high resolution, minimum 300 DPI.
- Do not send RGB (Red, Green, Blue) files or images, convert files to CMYK (Cyan, Magenta, Yellow, Black) before sending. This will allow you to see the effect the conversion will have on your image.

# Guidelines for developing and delivering files for KDV Label



*As a rule, as much art as possible (especially type) should be kept in vector format. Vector art produces a cleaner output than Raster images because Vector art is produced by mathematical calculation of nodes or anchor points where as Raster images are produced with pixels and have a predetermined resolution.*



*Maintain 1/16" margins from die line for all art, unless it is intentional to bleed off label. Examples to left show setup for diecut, direct food contact, sheeted with no ink border and with common border.*

- When designing line art, indicate PMS colors. Try to avoid the use of CMYK color mixtures, which are mostly used for process work.
- All colors need to be properly defined as process or spot. All unused colors need to be deleted from the color palette. Spot colors need to carry their proper PMS designation. Colors that have been used to designate special colors need to be named to reflect the color as they will print (i.e.) a color showing where gold foil is to imprint should be named "gold foil".
- NO WHITEOUT!** Unwanted items need to be deleted not covered with a white box. This includes flaws in scans and EPS file. They should be cleaned up before being placed in artwork.

### 3) Screens

- Screens may be ranged from 100% to a minimum of 1%.
- Pay close attention to gradient screens, make sure all colors in the gradient have at least 1% screen value throughout the entire gradient screen. Gradients that have screens that drop below 1% may display an abrupt stop on printed label.
- Do not overuse gradient screens. Too many side-by-side and overlapping screens can lead to postscript errors in image setting delaying your label or making your art unusable.
- What line screen do you require? 120/133/150/175/200 LPI

### 4) Fonts

- Send all fonts used in your artwork with mac compatible fonts. Be sure to include both screen and printer fonts. Remember to include fonts used in graphic files placed into your art. If you are unable to send us fonts, convert Type to paths or outlines before sending art.
- Minimum type size for copy built out of one color is 4pt., for builds of two colors is 7pt., for type reversed out of

## Guidelines For developing and delivering Files For KDV Label

one color the min size is 6pt and for type reversed out of two colors (max of two colors) the minimum is 8pt.

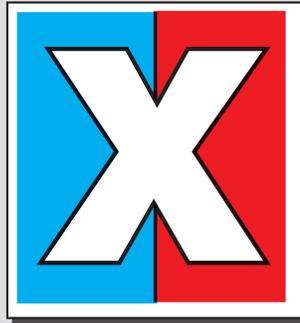
- On small type size (4 to 8pt.) use boldface sanserif fonts make sure “™” and “®” marks are large and bold enough to reproduce in a readable manner.
- Make sure all the type styles have been applied properly, avoid using pseudo fonts align columns/ text by using tabs, not the spacebar.
- It also helps to send a version of your art with all copy outlined.



Reversed text out of two or more colors.



Same text out of register.



Outline hides mis-registration.

*Text needs special consideration to maintain legibility on final printed piece. When reversing text out of more than one color we advise outlining text in a single “hold” color.*

### 5) Bar Codes and Label Legality

- Information on barcodes can be obtained from the GS1 website at <http://www.gs1.org>. Once you have acquired the numbers for your bar code KDV can create bar codes for you. KDV places its own bar codes in your art to verify scannability of your code. All codes are test scanned in our facility at press for verification. KDV requires at least an 80% barcode printed black on white with minimum 1/8” quiet zones to guarantee scannability.
- KDV Label's customer service representatives are also very well versed on legality issues for labeling in most markets and will make every attempt to assist you in making your label comply with all regulations.

### B. Guidelines for delivering electronic files.

#### 1) Documentation

- Make sure all proofs provided to KDV are the most current and final version the file.** It must match artwork supplied to KDV. Proofs need to be properly marked, identifying linked images, color specifications, and typefaces. Include dielines or registration marks to ensure proper positioning of art.
- All proofs need to be 100% in size and in color if at all possible. If 100% is not possible please include scale.
- Must supply a backed up black and white proof for multi-sided work.

#### 2) Digital Media

- KDV can accept the following media; eMail, CD-ROM, or by FTP upload . KDV does not Provide blank media.
- Label all media with your company name, disk #, P.O. #, and include a **printed directory of contents**. When files are placed on disk, check that all links have been maintained and that all linked files have been copied to media.

#### 3)FTP File transfer

- We encourage the use of our FTP transfer site for immediate file delivery and media cost savings. Secure FTP locations are available to all of our customers. Please contact your customer service representative to setup a secure FTP account.

### C. Guidelines for delivering DTP files.

#### 1) File type / delivery method

- The preferred method of delivery for DTP is a PDFX1A file or normalized PDF file cropped to bleed.
- We will also accept vector DCS files with both composite and separations. File must also include a PDF for visual reference (locked PDF viewable only in Acrobat, additional charges may apply).
- KDV Label can also accept stepped 1-Bit tiff, and LEN files for output in complete sets only.
- Negatives are NOT acceptable.
- Supplied stepped plates are acceptable (**Digital Negatives must also be supplied**)

#### 2) File specifications

- Traps set to a minimum of .007”
- Dieline should be in Dieline color and set to technical ink and overprinting.

## Guidelines For developing and delivering Files For KDV Label

- File needs exactly 1/16" bleed.
- File should NOT contain any other elements (only art and dieline)
- UPCs should be a minimum of 80% with no bar width reduction.

### 3) Supplied DTP proofs

- KDV can proof supplied DTP files.
- Signed proofs must be supplied with all output files for press match.
- Supplied proofs to match must be profiled to the appropriate KDV profile.

### 4) Curves, Marks, and Profiles

- For Curves, Marks, and Profiles for DTP files please contact KDV prepress department for a supplier package to be sent to you.

## Quick Check Guide

### A. Supplying Artwork

Media	EMAIL, CD, FTP
Files must include	Proof (or PDF), fonts, images
DTP Files	1-up file w/proof, separation files (2540 min) or plates
Colors	CMYK (No RGB), Spot colors and delete unused colors
Size	check correct die shape, crop marks or page size
File Format	Only one label per file
	Adobe Illustrator / Vector
	Adobe photoshop / Raster Resolution Min 300dpi
	Bitmap Images: 1200dpi
	Other Images: 300dpi

### B. Reference Sizes

Bleed	1/16"
Safety	1/16"
Minimum UPC Size (No Bar width reduction)	80%
Bar Code Quiet Zone	1/8"
Minimum Positive Rule	.5pt
Minimum Negative Rule	1pt
Positive type	4pt
Reversed-out type	6pt
Minimum Screen %	1%
Trap Size:	.007"
Typical Line Screen	150lpi
Rich Black	100% K, 30% Cyan, 30% Magenta, 30% Yellow
CMYK Screen Angles:	C=22.5° M=52.5° Y=7.5° K=82.5°
Plate Material	Photopolymer
Plate Thickness	.067" DFM

### Additional Resources

Get new bar code / UPC numbers: GSI (formerly the Uniform Code Council)  
Net Wt., Nutrition Facts and more: The FDA's Labeling and Nutrition Requirements  
USDA Food Labeling Guidance: USDA Labeling and Nutrition Requirements