Barno

branded stationery and promotional products

ART PREPARATION AND SPECIFICATIONS

We thought that we would start the year by providing guidelines in order to improve our service and save you unnecessary costs and delays. We see each job as unique and our account executives will evaluate the job and advise you regarding specifications. They also have open access to our expert, long-suffering but ever-willing print director.

1. FILM POSITIVES

We need to check artwork first before moving to film, just in case there are minor changes. Should the film be run without first checking, then additional film with any corrections will be for the clients expense.

2. KEYLINE AND FILM SEPARATION

Barno will supply you with a keyline, with the outside of the product print side up and all creases folding away from you. Any printing on the inside will need a seperate keyline. Please create your art on a separate layer to the keyline.

3. COLOUR

Achieving PMS colour matches other than on white substrates requires a white underlayer on the substrate to allow the PMS match. Achieving this is governed largely by design and, if this is possible, there will be an extra print cost involved. We can quote on this once final art and substrate choice is available.

4. REGISTRATION

We hate to say MUST to clients but remember we aim to deliver quality, on deadline and at a good price! All artwork MUST have accurate cut marks and registration marks, which is our preference for printing and die cutting. The registration marks need to (well, must !) be made up of all colours so that it comes out on every film positive. You will also need to create your art on a separate layer to our keyline drawing. We cannot achieve a butt register in screen printing (as with offset printing) so correct trapping is crucial. Trapping should be 0.2mm on each edge of an item (total of 0.4mm on whole item). After seeing your artwork we can advise in what order we will be printing each colour so your trapping is correct. The minimum line or text width is 0.2mm so if you want to go to this level, please check with us whether it will be compatible with the substrate we will be printing on.

5. CUTTING AND CREASING

Ink over creases may rupture. All print should therefore stop 1.5mm from either side of all crease lines and 1 mm inside cut lines. There may be exceptions to this but best to discuss with us first.

6. ELECTRONIC FILES

We prefer EPS files in PC format and we are Freehand compatible. We also accept Corel files up to version 12, preferably Vecto format. JPEG, BMP and TIFF files cannot be used for actual artwork. PDF can be used but there will be additional repro costs, increasing with any changes.

7. FONTS

We prefer fonts that have been converted to outlines or curves. When supplying fonts, please ensure that all printer and screen fonts are loaded onto a disk or attached to email. Fonts need to be True Type Fonts (TTF) and PC compatible.

8. PROOFS

It is important to supply laser proofs in colour or mono with your files so that we can relate the files to your artwork. An electronic PDF file should be sent if emailing artwork so that we can evaluate the job. Thank you for taking the time to browse through these guidelines. Please contact your Barno account executive should you have any questions or comments.