



Submit Artwork

Here are some questions you might have about sending artwork to **idtracon**.

How can I submit artwork to idtracon?

idtracon can accept artwork electronically at sales@idtracon.com.au

In order to save time and reduce the risk of sending corrupt files, please compress files using compression software before sending.

What information should I include with my artwork?

Please include the following information with your artwork:

Company name in subject line; include label size and other information that will be on the label, or a mock-up of what you would like your label to look like.

Be sure to include whether the label will be a positive (plain) or negative (reverse) image. State what product you are planning to purchase. *(If not sure, please let us know and we can list what products your artwork is acceptable for).*

Programs & File Types

idtracon prefers artwork to be created and saved in Adobe Illustrator CS4 or below.

We also accept files created in Adobe Photoshop CS4 and Quark Xpress 7. Even though these are the main programs used here at **idtracon**, we can work with several types of files.

(Note: if you are working with a newer version of these programs, please save file in version mentioned above)

Preferred formats: .eps, .ai, .pdf, .tif

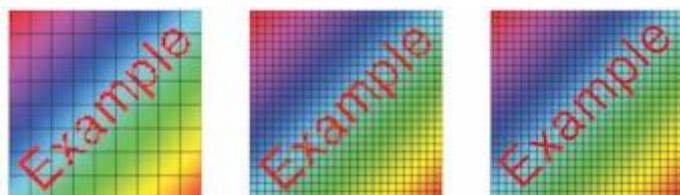
Other acceptable formats: .jpg, .bmp, .psd, .dwg,

We cannot accept these file types: .doc, .cdr, .pcx

Files with text should be converted to outlines. If the text is not converted, all fonts will need to be included. Also, please include copies of all placed/imported image files.

Resolution

Please keep in mind that images must be created at a certain dpi (dots per inch) to represent that dpi. For example, if an image has been created at 72 dpi, and you boost the resolution up to 600 dpi, this is an extremely jagged and blurry image. So instead of having one pixel at 72 dpi, you now have approximately 8 1/3 pixels where that one pixel was.



Resolution for each product varies. Our processes include:

Photosensitive metal exposure: (Foil Bar Code, Teflon® Metal Nameplates, and Metal Bar Code Nameplates).

Images created at 600-1200 dpi will work for these products. If artwork is sent in at a lower resolutions we have to boost that resolution up to 1200 dpi and clean it up to meet our standards of quality (additional charge).

Screen exposure and etched products: (Foil Labels, "LASERFOIL" Labels, Etched and filled Stainless Steel, and "AUTOGRAPHS") Images created at 600-1200 dpi will work for these products. If it's not really crisp, clean, and clear, we may have to spend extra time cleaning it up (additional charge).

Electronic press: ("STYLEMARK", "CRAFTMARK", Premium Polyester, "VALUMARK", Tamper-Evident and Destructible) Images created at 300-600 dpi or higher will work for these products.

How do you determine what colours to use?

Please assign Pantone or Process colour(s) to your artwork. This will ensure an accurate representation of your logo/art when matched at the press. Be sure to note colour(s) in your email if the program you are using doesn't have Pantone or Process capabilities. Also keep in mind that the colour you see on your computer screen isn't necessarily what colour will print because monitors can adjust the colour contrasts

Can I use shades of a colour in my artwork?

When using shades of a colour, please keep the following in mind:

Photosensitive and screen exposure products - shades should be around the 50% range. More or less either fills in or doesn't hold as well when exposed, especially at the extremes 10% and 90%.

Electronic press products - shades should be between 25% and 95%. Anything lower than 25% usually looks washed out. Another thing to remember about the electronic press is that there must be a high concentration (50-80%) of colour in either of the C(cyan) M(magenta) Y(yellow) K(black) combinations, otherwise you will get a jagged image.

What size should my artwork be?

Please create and save artwork proportionate to the label size desired.

What size of text is acceptable?

The absolute smallest, clearly legible, plain type size is 4 pt. in a simple font. When using plain scripts, serif, or thin unique fonts, please set text at 6 pt. bold or above. If using these fonts for a reversed label, be sure to set font at 7 pt. and bold it. For reverse simple text, minimum allowable size is 5 pt. bold.

Please set positive lines at a minimum of .25 pt and reversed lines at a minimum of .5 pt.

What are the guidelines for borders, bleeds and margins?

Full borders must maintain a minimum of 1/16" (.0625") around the entire plate. Bleeds must be a minimum of 1/16" (.0625") from edge of bleed to edge of plate/label. Margins must be 1/16" (.0625") from edge of plate to any and all graphics including text, inner borders, artwork, etc. Because of quality issues, any electronic press art is preferred to have a 3/32" margin.

What will happen if the guidelines are not followed?

If the guidelines are not followed, delays will result in producing proofs or producing your order. Not adhering to the standards may result in idtracon having to "clean up" or modify artwork. In a case like this, there will be an additional charge of \$60/hour.

idtracon will always call before any charges will be added. If a call is made, as the customer, you will have the opportunity to accept the charges or send in better artwork. There is a half hour minimum for clean-up. A half hour of clean up is already built into the price schedule of any label, any time beyond that will be subject to the above charge.

If you have any questions or need additional information please call:
idtracon Customer Service Specialist on 0490 039 278.