# Abbe Express
# Artwork Guidelines

Version: 1.0

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# Introduction To Abbe

## Digital Artwork Guidelines

Abbe's Impression Digital Printer is a Single Pass, direct to corrugated board CMYK process Digital Printer. This Digital Print technology provides high quality finished print for small to medium run lengths at significantly lower cost with minimal set up fees.

This Artwork Guideline & Specification for Digital Print will assist you in creating and preparing artwork and files optimised for Digital Print and assist you in achieving the best quality print for your cartons.

Guidelines and Specifications for Digital Printing can be found in this document.

# Supplying Artwork

Abbe's Art & Design Studio - Sandbox can accept artwork in both MAC and PC Formats. Adobe Illustrator or a Press Ready PDF's are preferred digital art file types. The Sandbox creates all art layouts in Adobe Illustrator.

All elements in your .ai or PDF file should be editable vector elements. Any images or .psd files used in your artwork should be embeded into your file or supplied as separate images/files. Adobe Photoshop should only be used for photographic elements.

## Artwork Requirements

- Adobe Illustrator CS6 or later or Press Ready PDF.

- All Fonts used in the Artwork must be supplied and MAC compatible.

- Art Files must be created using vector based software.

- All Images used in the Artwork must be supplied or embedded.

- All Images must be high resolution and supplied at 100% size.

Adobe Reader is required for accepting and signing off completed artwork online.

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# Colours

The Impression Digital Printer prints in CMYK Process only. All PMS/Spot Colours
Will be converted to CMYK Process through the Impressions RIP. PMS Colours can
be matched on the Impression but some colour variance may be visible.

# Printing

With Digital Single Pass printing technology you will get your best results using pictures/images rather than solid flat colour areas. If you have large solid flat colour area on your design then consider having a step & repeated watermark through-out the area. This will give you a better result compared to solid flat colour.



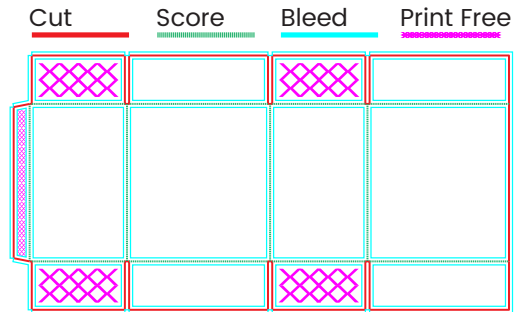Solid Colour On Screen



Solid Colour Printed

The use of large blocks of solid colours in a design can result in banding.
It is best to avoid solid and flat colours in Digital Print.

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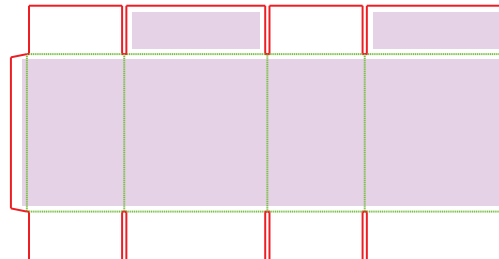
# Carton Styles

## Printing on RSC & Die Cut Cartons

RSC Style Cartons are creased before they are printed. If print is requested over scores, print imperfections may occur due to an uneven surface for the RSC. It is important to keep a 10mm print free area away from scores/creases and to avoid printing on all internal and bottom flaps as this can weaken the carton and cause issues with gluing.
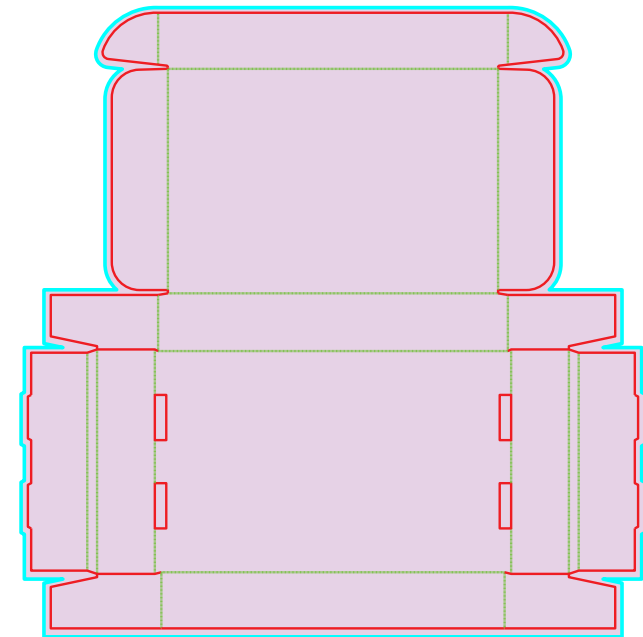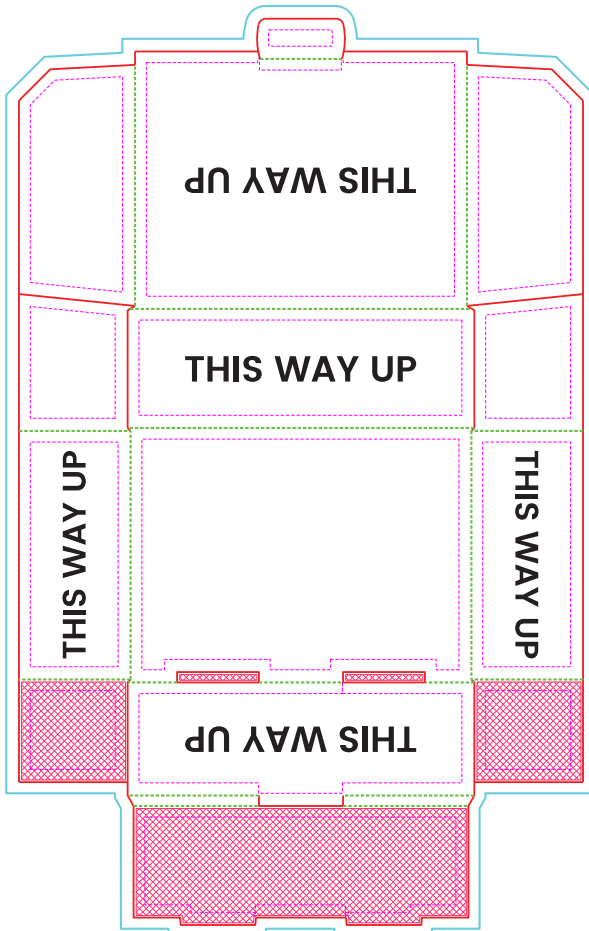
## Regular Slotted Carton (RSC)

| Cut | Score | Bleed | Print Free |
|-----|-------|-------|------------|



## Correct Printing on RSC



## Die Cut Carton

# Applying Artwork



## OUTSIDE PRINT

THIS WAY UP

THIS WAY UP

THIS WAY UP

THIS WAY UP

THIS WAY UP

—— CUT

‑‑‑‑ FOLD/SCORE

—— OUTSIDE BLEED

‑‑‑‑ 10mm ALLOWANCE

▨ HIDDEN AREAS

**IMPORTANT INFORMATION**
(Failure to follow these instructions will slow the automatic processing of your job)

1. Do not modify the document size of this file.
2. Do not edit or remove any layers.
3. Create your artwork on the 'Artwork' layer within the file.
4. Once your design is complete, ensure you convert all text to outlines & embed images.
5. Save this file as a PDF and upload your file.



## INSIDE PRINT

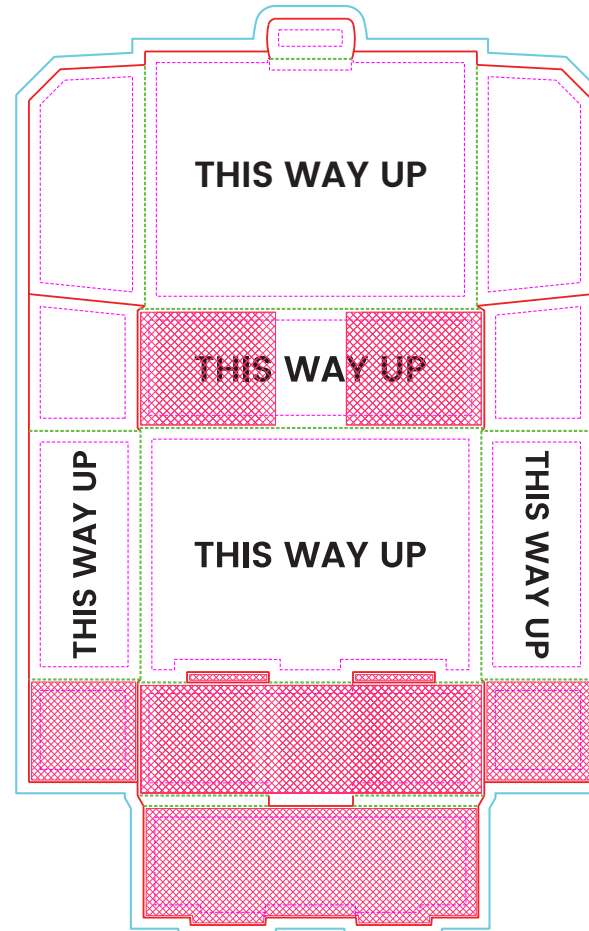THIS WAY UP

THIS WAY UP

THIS WAY UP

THIS WAY UP

THIS WAY UP

—— CUT

‑‑‑‑ FOLD/SCORE

—— OUTSIDE BLEED

‑‑‑‑ 10mm ALLOWANCE

▨ HIDDEN AREAS

**IMPORTANT INFORMATION**
(Failure to follow these instructions will slow the automatic processing of your job)

1. Do not modify the document size of this file.
2. Do not edit or remove any layers.
3. Create your artwork on the 'Artwork' layer within the file.
4. Once your design is complete, ensure you convert all text to outlines & embed images.
5. Save this file as a PDF and upload your file.

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# Images & Photographs

## Guidelines

When supplying Images and Photographs for your digital print artwork, it is integral that the images look clear and sharp with no blur or pixelation.

Hi-res images should be at least 300 pixels per inch (ppi) and should look crisp on screen even when zoomed in. This resolution makes for good print quality. Images and Photos will be converted to a CMYK colour space for Digital Print.



Low-Res Image (Not Acceptable)



High-Res Image (300 PPI)

High resolution images and photos are best suited to Digital Print rather than solid or flat colours. The more pixels there are in an image, the high the resolution and the better the result achieved in Digital Print.

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# Typography

## Minimum Sizes

The minimum font sizes for Digital Print are 12pt for Sans Serif Typefaces and 14pt for Serif Typefaces. Different guidelines apply when fonts are reversed out of colour - Sans Serif minimum type is 14pt reversed out and Serif type minimum is 15pt reversed out. In some cases depending on the font used, other allowances may need to be made to the typeface for print.

**Sans Serif Fonts**
12pt
**abcdefghijklmnopqrstuxwxyz**

Serif Fonts
14pt
abcdefghijklmnopqrstuxwxyz

**Sans Serif Fonts**
14pt
**abcdefghijklmnopqrstuxwxyz**

Serif Fonts
15pt
abcdefghijklmnopqrstuxwxyz

When decorative or complicated typefaces are used - the minimum type size may be restricted and changes to the font such as adding stroke or increasing pt size will need to be done. The thinnest line on a typeface should not be less than 2mm.

*Abbe Typeface*

Line Thickness of Decorative Font

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# Lines & Strokes

The minimum Size for Positive Stroke Weight is 1mm. The Minimum for Reversed out stroke Weight is 1.5mm. Anything above these minimums is preferred. It can be challenging to print a thin stroke/line as a halftone and is not recommended. If lines are too thin in the artwork, they may fill in.
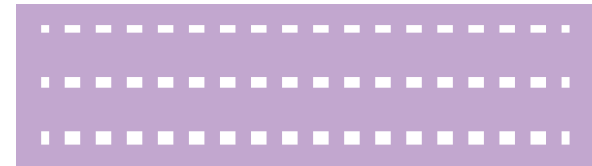
Minimum Stroke weight: 1mm

Minimum Stroke Reversed Out: 1.5mm

Dashed Lines

Dashed Lines Reversed Out

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# Barcodes

## Sizing and Positioning

Abbe will regenerate all barcodes supplied in the artwork to correct digital printing standards and GS1 specifications. TUN and EAN Barcodes must be a minimum of 32mm from the base of the carton to the bottom of the bars and 19mm from the left or right of the carton from the score.

## Scannable Colour



000  00000  00000  0

Barcodes must be 100% black and be a minimum of 170% magnification.

## Positioning - TUN Barcodes



## Positioning - EAN Barcodes



## QR Codes



QR codes should be a minimum of 30 x 30mm and 100% black
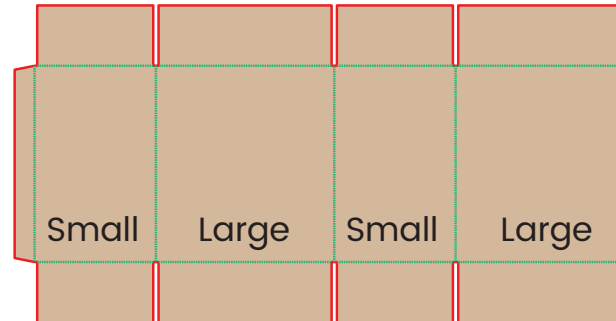
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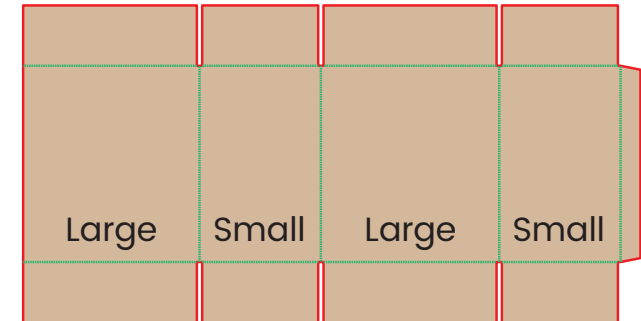
# Left/Right Hand Opening

## Carton Erected Layout

It is important to understand whether a carton is left or right hand opening in order to operate correctly through a box erecting machine. Left/Right Hand opening is integral to the carton and it's print and is a precondition that needs to be confirmed prior to the placement of Artwork on an RSC.
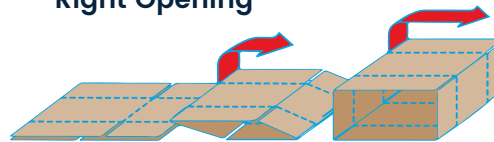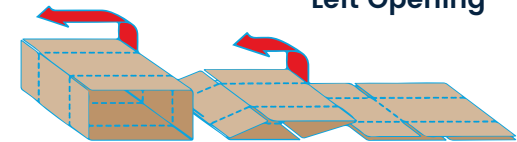
## Right Hand Case Erect Layout



| Small | Large | Small | Large |

**Right Opening**



## Left Hand Case Erect Layout



| Large | Small | Large | Small |

**Left Opening**

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