

Artwork Guidelines

File Format

- Please submit artwork files in Adobe Illustrator format.
- In addition to the AI file, it is recommended to also send a PDF for viewing purposes.
- All files should be submitted in CMYK color mode. RGB files and images will need to be converted to CMYK color space prior to print production.
- All images should be 300ppi or higher. Low resolution images result in low print quality.

File Assets

- Please supply all fonts and linked files along with the AI file.
- Fonts do not need to be supplied separately if they have been outlined in the AI file.
- Images do not need to be supplied separately if they have been embedded in the AI file.

Color Reference

- For designs referencing PMS colors, please provide all PANTONE® ink names in the AI/PDF files (see [PANTONE® Formula Guide Coated](#) for list of colors).
- If process (CMYK or CMYKOGV) requires a color match, please provide a physical sample of the desired color target.

Artwork Layers

- Dieline or Template should be supplied on a separate layer in the AI file.
- White ink, varnishes, foil, and other special indicators should be on separate layers and should clearly show which areas of the artwork are covered.
- Any annotations or notes should be placed on a separate layer.
- For images, layered Photoshop (PSD) files are preferred.

Press Parameters

- Cut/fold keep-away: 1/8"
- Bleed: 1/16"
- Min. line weight: .5pt
- Min. reverse line weight: .75pt
- Min. text size: 4pt
- Min. reverse text size: 5pt

File Submission

- Traps: Please do not set traps, we provide this at no charge as part of our prepress services.
- Please compress (zip) all files prior to sending.
- Email – Files up to 15MB in size can be emailed to artwork@rgroup.com
- Web upload – For larger files, please use the “FILE UPLOAD” link at revereflexpak.com (top right corner); please reference your Sales Rep’s name in the comment field.