



Turso Companies

Guidelines for Artwork Creation

January 2011

Below are Turso's guidelines for preparing artwork for print production. These are the parameters within which we suggest that artwork is designed so that we can maintain optimal quality throughout the print production process.

Compressed files can be e-mailed or placed on our FTP site. Please contact us for information. Files should include a PDF (with embedded fonts) for hard copy, fonts and graphics.

PREFERRED SOFTWARE:

Quark
Illustrator
Photoshop
Freehand
PDFs

Flexographic Printing

Minimum type size: 5 point
Minimum type size for reversed copy: 6 point
Minimum line weight: .5 point
Bleeds: 1/16" minimum
Print to die tolerance: 1/32" minimum
Bar Width Reduction = -2.50 (thousandths)
Trapping: 1 point
Continuous tone images: 300 dpi

Litho Printing

Minimum type size: 4 point
6 point minimum type for reverse (avoid reverses out of 4-color process)
Minimum line weight: .25 point
Bleeds: 1/8" minimum
Bar Width Reduction = -2.50 (thousandths)
Trapping: .25 point
Continuous tone images: 300 dpi