



## sparflex of california

### digital artwork for capsules, wirehoods, and foils

**vector artwork:** The type of digital artwork we use for customized imprinting of Capsules, Wirehoods, and Foils is vector. Vector artwork is essentially line art. Illustrator files are predominantly vector, although they can have raster images and effects added, which for the purposes of creating capsule artwork need to be eliminated or converted to vector format.

If you have raster artwork (in your logo or otherwise) that you want to use on your capsule (photographic or pixilated art; Photoshop files are usually raster) we can help you with the process of converting this artwork to vector format or advising on other alternatives to raster artwork.

**dimensions:** Our pre-press department can provide you with a dieline for use in design concepts and layout. Contact us at [artwork@sparflexcal.com](mailto:artwork@sparflexcal.com)

**software:** Adobe Illustrator—both Macintosh and PC platforms in all current versions are acceptable. Illustrator artwork should be in vector format only (no placed raster jpegs, tiffs or other raster images from Photoshop and no raster effects in use) and can be provided as a PDF, AI, or EPS file.

**colors:** Use PMS colors or provide a sample color swatch or printed label for us to match. As a general rule, lighter colors are laid down first, followed by darker colors.

**fonts:** Convert all fonts to outlines in Illustrator, and also identify your fonts by name so that, if needed, we can make any last minute changes or corrections more efficiently.

**font size:** Minimum 10 pt

**trapping:** Minimum 1 mm; If you don't know how to set this, our pre-press department can assist you.

Once you send us your artwork, we will place it into our in-house dielines and send you a proof showing a vivid representation of your capsule art as a 3-dimensional image.