

# SLEEVED CANS

Artwork Guidelines

# FILE FORMATS

## ACCEPTABLE FORMATS

- Adobe Illustrator CC (AI or working Illustrator PDF format)

## PLACED IMAGES

- Adobe Photoshop CC (preferably EPS, PSD, or TIFF)

Images should have a minimum resolution of 300-450 dpi at actual print size. All images should be in CMYK format in order to ensure the quality of the final printed image. Please be aware that placing an image into a layout program and increasing its size will decrease the ppi count.

## UNACCEPTABLE FORMATS

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Publisher
- Affinity Designer
- Quark
- Adobe Page Maker
- Rasterized Artwork Files (jpg, png, tiff)

# FONTS

Please provide all font files along with the final artwork. Alternatively, you can expand or convert all type to outlines. Editing capabilities may be limited/more complex by supplying outlined type.

Note that only Apple/Mac compatible fonts can be utilized. Microsoft/Windows type formats are not supported.

# PRINT MINIMUMS

- Minimum Font Size (Positive): **4pt**
- Minimum Font Size (Negative): **6pt**
- Minimum Line Weight (Positive): **0.5pt**
- Minimum Line Weight (Negative): **1pt**

Positive ———

Negative ———

Please note that reverse content can only be knocked out of a solid color. Any content knocked out of multiple colors (CMYK) will need to be keylined by a solid color.

# ARTWORK PLACEMENT

Please consider the optimal copy/graphics areas that are indicated on the dieline when designing your artwork. Avoid logos or copy running through the fold lines as these areas are susceptible to higher levels of distortion.

Critical copy and images should be kept 3mm away from the edge of the print area.

The default finish of the sleeve is glossy. If a matte finish or other embellishments are required please indicate this within your artwork file.

Note that the aluminum can be used to create a metallic effect by knocking areas out of the white layer. Please indicate desired knockouts within the white layer on your artwork file.

# TECHNICAL LAYERS

## WHITE LAYER

In order to gain 100% opacity, you must have a white layer backing up your artwork. Leave the white layer as is if 100% opacity is the desired effect for your artwork. To create a knockout to aluminum or metallic colour effect, a custom white layer is required.

### Step 1

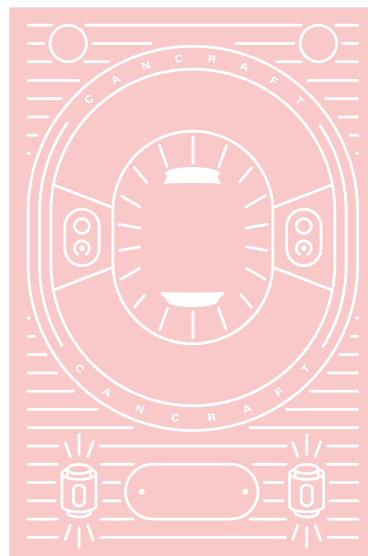
Determine what elements of the art you want to be 100% opaque and what elements you want to be translucent (print directly on aluminum) or transparent (knocked out to aluminum).

### Step 2

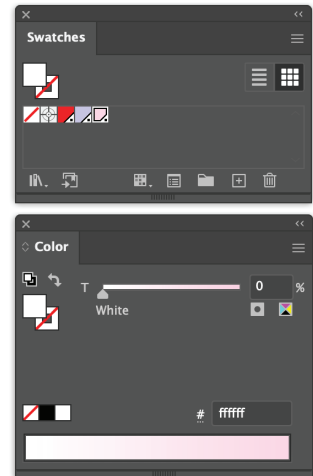
Duplicate the elements you want to be translucent / transparent and place them on the white layer. Change the colour to the 'white' swatch included in the dieline and change the % to 0.



Artwork



White layer



## MATTE & TACTILE LAYERS

The same process can be used for Matte & Tactile (raised ink). The default finish of the can is Gloss.

# BARCODES

Barcodes should be oriented vertically so that they run in machine/web direction and avoid distortion when shrunk. Please see example/placeholder provided on our dielines. Minimum size is 80% magnification.

If you have a UPC but have yet to create a barcode, use the barcode built into the dieline as a placeholder and supply your UPC in the designated area. We will create a barcode for your review on the final PDF proof.

Barcodes should be a very dark color on a very light background. We highly suggest using black on a white background, or aluminum knockouts on a white background (aluminum will appear black to a UPC scanner).

# PROOFING

A PDF proof will be supplied for your review and approval prior to plate production. Please ensure that all content is correct before providing approval (layout, copy, UPC, etc). Please note, colors in the proof may not display correctly on your monitor. A physical proof may be provided upon request. PMS and CMYK colors will be run at standard density unless otherwise advised.

# COLOR MATCHING

A PMS Color number must be specified for us to match. If you have created a special color, the LAB values must be supplied. We utilize the Pantone Plus Series Formula Guide - Solid Coated.

If you intend to match color to a previously printed sleeve/printed can/label, the sample must be supplied along with artwork. Shipping information will be made available upon request. Note that this process is most achievable when matching to a previously produced sleeve. Some variation can be expected when matching to labels, and even more variation can be expected when matching to printed cans.

# ARTWORK SUBMISSION CHECKLIST

- Artwork is provided on CanCraft Dieline
- Artwork is built within an acceptable file format
- All linked images are packaged with your artwork submission
- All images are at least 300 dpi at actual size
- All font files have been provided, or text has been converted to outlines
- All critical content is placed within the optimal areas as designated within the dieline
- Artwork is correctly sized and placed within the dieline
- Barcode is built and oriented properly
- Any materials available for color matching have been included with artwork submission