



ARMSTRONG SYSTEMS AND CONSULTING COMPANY

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ARTWORK SPECIFICATIONS

The following are our art department requirements that will assist us in bringing you the best possible looking product as fast as possible. Please adhere to these specifications to ensure proper processing and eliminating any unnecessary delays. Deviation from the following instructions may delay your order and/or incur additional art charges. Proofs are typically offered within 48 hours of artwork submission.

*** See bottom for Financial Card Artwork work additional requirements.*

GENERAL REQUIREMENTS:

- o All art should be complete, color separated and sized to fit the area to be printed.
- o Poor quality art (faxes, photocopies, etc) in need of additional retouch time will incur additional charges to convert to proper quality.
- o If your artwork includes bleeds, (additional charges will be incurred) please allow 1/8" over on all sides, using crop marks for copy placement.
- o For items without bleed, allow 1/8" margin between the edge of card and art/text.
- o Please refrain from using a border (with bleed) that is to print around the outside of the card; it presents difficulties relative to the die cutting tolerances.
- o Please keep all type 6 pt. or larger (with the exception of micro text within logos).
- o When reversing text out of a background color, please utilize a bold text and keep it to 7 pt. or greater.
- o Allow .005 trap.
- o Screens should be 175 Lpi (lines per inch).
- o If your art includes screens, please provide the art in electronic format with the screened area set to desired % and ready for print.
- o If your art includes graduated screens (an additional charge will be incurred), please provide the art in electronic format with the graduated screened area set to desired beginning and end % and ready for print.
- o Please include in the title of your files, that are recorded to disk or in the subject field of e-mailed files, at least one of the following: company name, specific individual card identifier (ex. "FastTrak Card") or P.O. number.
- o All 4 color process accounts will require a hardcopy color proof that we will output and send out to your attention for approval. Please provide address, contact and associated department (if applicable) that you would like us to send the proof to. If you would like us to send utilizing your account, please include your account number, preferred courier (Fed-Ex, UPS, etc) and method (Standard Overnight, Overnight Priority).
- o Once the proof meets your color, layout and spelling expectations and is approved, please fax, mail or e-mail back a signed copy and we will be happy to proceed with the balance of your order.

DIGITAL REQUIREMENTS:

We accept computer-generated art (Macintosh preferred) from the following programs listed in order of preference:
o Illustrator CS3, QuarkXpress 6.5 and Photoshop CS3, UP TO THE LATEST VERSION OF EACH.

- o All Graphics should be provided as an unlocked Illustrator Encapsulated PostScript file (EPS) at 1200 dpi.
- o If providing raster images Tagged Image Format File (TIFF) please output no lower than 350 dpi.
- o Full-color graphics files must be provided as CMYK files, not RGB. If you have a file saved as RGB, convert it to a CYMK file before submitting it to us.
- o Spot colors should be designated as PMS coated colors and along with the specific associated PMS number. Please do not mix process colors and spot color in the same file, unless that is what you desire.

PRE-PRINTED CARD SUBMISSIONS SPECIFICATIONS:

- o Files with linked images must include all the linked files and should be completely assembled and ready for output.
- o Halftones should be scanned at 350 dpi (dots per inch).
- o If you are using an application that is not listed above, i.e., Freehand, Freelance, Pagemaker, you must export your file to Adobe Illustrator format and convert all type to outlines/paths.
- o Please refrain from using BMPS, JPEGs, GIFs, WMF's, Microsoft PowerPoint, Publisher, Word documents or any other low resolution images.
- o For all PMS color only jobs, we will provide an electronic PDF proof that will be e-mailed to you for approval to expedite the process and eliminate unnecessary courier costs. Please refer to PMS book or chips for actual color match. Please provide e-mail address and the recipient of proof.
- o PDF Files are subject to review to determine if the art is acceptable.

TYPE / FONT SPECIFICATIONS:

- o All type must be Adobe Postscript fonts, please refrain from using TrueType fonts (TT).
- o All type fonts used in the art must be included when submitting art. Please be sure to include both the printer and screen fonts if possible, but send only the fonts required.
- o Do not use the "Style" Application, i.e., Bold, Italic, etc. to define font style. Use the actual entire font description from the "Font" Menu.
- o If you are not able to include the actual fonts with the artwork, please remember to convert the type to outlines/paths to eliminate type conflicts.

SENDING FILES:

- o CD or via e-mail To your sales rep. We also have a FTP Site, please contact if there is a need for this.
- o When sending multiple files via email, send Macintosh files as Stuffit files and PC files zipped.
- o Keep an exact duplicate of each file sent to us in case of in-transit damage/corruption.
- o Please accompany hard copy proof with electronic files to demonstrate color break, type styles, and layout position. If files are e-mailed, send a hard copy proof by mail.

*****For Financial Card Artwork:**

- o We also require each BIN number to be assigned to that cards
- o The physical ship to address for delivery by secure carrier
- o Contact name, emails and direct phone number.