VULCAN Information Packaging

Guidelines for ART PREPARATION

Template / Specification Sheet
Prepare artwork actual size using a using a template/specifications sheet for your product. These are available through your salesperson or from our website (www.vulcan-online.com). Templates can be provided on disk, e-mail, reduced hard copy, or full scale.

Film Preparation
For screenprinting: film positive right reading, emulsion up, 65 line screen.
For screenprinting on poly: 85 line screen at 22.5 degree angle.
For 4-color process on paper: Film negative, right reading emulsion down, 150 line screen with color match proof
                                   (133 line screen for index tabs).
For 4-color process offset on vinyl: Electronic files (see Electronic Art Checklist).

Traps
When colors overlap or adjoin, the more opaque color must overlap the less opaque color by at least .9pt to 1.2pt. for screenprinted vinyl products, .3pt. for offset on paper and vinyl.

Foil stamping on vinyl
Avoid solid areas over 3 square inches and small reverse type. Large areas may have weak spots where foil does not adhere to vinyl. Small reverse type may plug up because of pressure needed to adhere foil to vinyl.

Color Separation
All art must clearly indicate color breaks and give specific Pantone© color numbers or provide a sample color swatch to match.

Cropmarks
Include cropmarks to clearly indicate finished size, folds, and bar welds of product.

Bleeds
Allow at least 1/4″ bleed for vinyl products, 5/8″ for turned edge, and 1/8″ for paper products. Note that ink may wear or chip around edges and hinge area on screenprinted vinyl products. Artwork cannot bleed for our stock flat program.

Rivets
Place artwork at least 1/4″ from rivets. Standard rivet size is 5/16″ in diameter and 9-9/16″ from center to center or 10-9/16″ for no booster ring metals. See specifications sheet (template) for more details.

Choke and Spread
When screenprinting bright colors on dark backgrounds, in order to get a true color we can print white first and then overprint the bright color on white. The white is made smaller (choked) and the bright color is made slightly fatter (spread) to ensure quality registration. Not all artwork can be produced using this method. The Art/Pre-press department must review and approve these.

Reverses
Type and/or graphics that reverse should be bold enough to avoid "plugging" or "fill-in" especially screenprinting on vinyl. We recommend using bold gothic typefaces (sans serif). Avoid using roman typefaces (serif).

Small Type/Line Weights for screenprinting on vinyl
Type should be no smaller than the equivalent of a 7 pt. Helvetica. Type this small should be set in a bold san serif typeface if possible. Line weights/rules should be no thinner than 1 pt. Any lines/rules less than 1 pt. may not print, or may print broken.

Screen tints/Halftones for screenprinting on vinyl
We recommend 65 line screen frequency for best results and better consistency when screenprinting. Smoother materials such as French Calf produce better results. Solid area screen tints should fall between 15% and 80%. Graduated screen tints should blend from 10% to 85%, note that banding may occur at the 50% point of blend. Anytime your design allows, we recommend using a screen that has a random pattern such as a "Mezzo" screen or a "Crosshatch" effect. Screen tints/halftones cannot be imprinted on stock orders. We do not recommend screen printing heavy coverage screens or halftones because of imperfections and flaws in the screen printing process.

Proofs
Screenprinted/press proofs are available. Ask your salesperson for quote. Pre-production digital proofs are also available.

Color Smear
A color swatch can be provided at no cost, showing how your choice of ink will appear on your choice of material as on actual production run.

For questions regarding artwork and/or film preparation, call Dominic Zaidan or Lisa Howard, Art/Pre-Press, 205-672-1237 or email domz@mindspring.com