



# Oasthouse Engineering Ltd.

[www.oasthouse-engineering.com](http://www.oasthouse-engineering.com)

## Artwork Guidelines

### Supported Artwork Formats

- Illustrator (current version)
  - Files with outlined fonts
- Photoshop images (Tiff) 300dpi 100% (minimum)
  - Illustrator and Photoshop files must be layered.
- Adobe PDF -X4 (supports transparencies and contains ICC profiles, layers (images and fonts)).
- Colour mode: CMYK
- Include/embed ICC profile and rendering intent

### Artwork Composing Requisites

- Compose artwork on a validated Template/Artboard (non-scaled).
- High resolution colour matches should be supplied as colour target.
- Proofs to include design agency legend with colours to be used i.e., CMYK, spot colours, varnish etc.
- Any CMYK colours which are to match a particular pantone or target must be clearly indicated.
- Include white ink layer in design compositions.
- Spot Varnish – any spot objects in the design that are to have a spot varnish must be duplicated and filled with Cyan and overlapped on a separate layer. The layer needs to be named 'VARNISH'
- White Base – any objects in the design that are to have a white base must be duplicated and filled with Magenta and overlapped on a separate layer. The layer needs to be named 'WHITE BASE'
- Spot Varnish and White Base must be supplied as separate layers. They should be visible in overprint view with any spot colours chosen. The layers should be ordered as follows
  - Spot Varnish
  - White Base
  - Group – (this is the main artwork layers)
- Images to be provided in the correct size for packaging. Image quality will be compromised if excessive scaling beyond 150% enlargement is applied.
- Ensure layering structure within Illustrator file is clear and concise i.e., legend, cutter profile, logo's, text, image, base artwork.
- Font sizes: 6pt positive, 8 pt. negative. Adhere to minimum line widths 0.1mm positive, 0.2 mm negative.
- White/negative text should be larger and opened.
- Line thicknesses: 0.1mm positive, 0.2 mm negative.
- If vector effects (glows, drop shadows, gaussian blurs etc) are used, ensure these are created whilst effects / documents raster effect settings are set at 300dpi
- Gradients range from 100% - 0%





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- Ensure area applied for logo's/text/linework is large enough for print process and meet the respective brand guidelines.
- All text should be positioned at least 2mm away from format edge. Titles / Headers
- Add linework whenever possible.
- If linework is developed in Illustrator, create it in a separate layer and not combined with a bitmap image.
- Vector logos positioned in Illustrator **not** in Photoshop.
- When placing text, ensure the size is compatible to printer requisites. Avoid extreme compressing and decreased scaling of types.

## Barcodes

- Recommended colours: Black, green, blue
- Background: White preferred for best contrast.
- Assign appropriate BWR (barcode width reduction)
- Assure quiet zones are maintained.
- Validate code and quality with a bar code reader.

## Client, Artwork and Repro House

Upfront liaison between Client, Designer and Oasthouse is essential during the design refinement phase.

- PP (pre-press) / between Client and Oasthouse are mandatory in case of major changes on a range (design and/or template amendments) or NPD. Comprises a preliminary print feasibility check at the beginning of the project and determines timings, colours and constraints.
- Design agency is obliged to create a master for all variable elements following the design file and brand guidelines.
- Client or designer to supply final artwork with all regulatory elements in a valid Artboard/ Template.
- Client is obliged to supply colour references if required and to reveal the number of colours per product and range. This be defined during the PP.
- White to be included on all designs with a barcode or QR code. As the white engenders contrast between the background and the barcode bars and QR code modules.

## Machine Attributes

- Ink limit: 300% total
- Resolution: 700dpi (standard) and 800dpi
- Black: To ensure a rich black be printed use 100K and 40C
- Brite and Black cans apply a 70% white background
- White cans apply a 40 % white background
- Varnish: Glossy finish 100% VR - Matte finish: 25% VR



Unit C2 Parkgate Business Park, Rail Mill Way,  
Rotherham, UK S626JQ

**P:** +44(0)1709780675

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## **Pinning Intensity**

- White 100%
- Black 80%
- Yellow 70%
- Magenta 60%
- Cyan 60%
- Varnish: Glossy 0%, matte 100%

## **Oasthouse Print Logo and Code Box**

A Print code box and Oasthouse logo, is added to every design to track all cans back to date and line of production. This requires a minor addition to client design and space must be afforded to include it. The box is normally included in the bar code area. You can choose the positioning or alternatively our pre-press technicians will find the most suitable place for this when creating your proof.

- Box Size for can code - 4mm x 15mm
- Oasthouse logo in Black or White - 5mm x 5mm

## **Base Can Options**

The following base can options are available, the final base can will be defined during the proof can printing. The design can impact the base can selected.

- White - all designs where minimal metallic effects are required, and the design is not primarily black.
- Brite - Metallic effects in the artwork.
- Black - black base can design



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