



# COLORVISTA ARTWORK SPECIFICATIONS

—Please also visit page 104 for additional information.

Available on **NON-WOVEN**, **POLYESTER**, and **UNCOATED PAPER** bags featured on pages 2-41, 59-60, and 66-75.

**PRINTING METHOD** 4-Color process (CMYK).

**PROOFS** Proofs are required and sent on all new **COLORVISTA** orders and reorders with changes.

**COLOR PROFILE** CMYK—North American Prepress 2 SWOP coated.

**RESOLUTION** 300 PPI Minimum at maximum (100%) imprint size.

## PROGRAMS and FORMATS WE ACCEPT

Any other file formats are not acceptable and may delay production.

### ADOBE ILLUSTRATOR—Our Preferred Vector Art Program.

Save as native Illustrator .ai file, or Illustrator Default PDF with the *Preserve Illustrator Editing Capabilities* box check-marked.

### ADOBE PHOTOSHOP—Our Preferred Raster Art Program.

- Save files as native Photoshop .psd or layered TIFF with transparent backgrounds.
- Please properly isolate your art from the background by using exact, sharp-edged clipping masks or clipping paths.

### ADOBE INDESIGN—Macintosh Version only.

- Please PACKAGE the file and include all fonts and links.
- Please don't use any third-party plug-ins—if they are used, we will be unable to process your art.

### COREL DRAW—Version X8 and lower.

Save as a native Corel .cdr file or Adobe PDF.

## FONTS and LINE RULES MINIMUM SIZES (if free floating on the bag)

3-point lines or rules.

18-point fonts. Thin serif font styles are not recommended.

**Please Convert Fonts To Outlines (Paths or Curves).** If we do not have the exact font you used, the text in your art will default to a less attractive font, changing the look of your design. Converting your fonts to outlines eliminates this hazard.

## IMPRINT COLORS

Color tints/shades/tones may fluctuate up to 5% within a print run or reorder. PMS color matching is not available. PMS solid spot colors are converted to corresponding CMYK formulas to achieve close equivalents. Please consult a PANTONE-Plus Color Bridge-Coated guidebook to view how your PMS Solid Color will look once converted to CMYK.

## A SPECIAL NOTE ABOUT OUR PRINTING PROCESS

The **COLORVISTA** process requires an adhesive layer on the backside of the artwork. This results in a narrow outline of color similar to the bag color around the artwork to ensure proper adhesion.

**Adhesive outline.** Imprint shown at 100%..



**CLICK HERE** to learn more about this imprinting process.



## VISTA SCAN—Digital ID Technology.

Use mobile technology to turn your **COLORVISTA** printed bag into an interactive marketing experience.

**BAG MAKERS** offers customers the ability to embed imperceptible, scannable digital IDs in artwork using our **COLORVISTA** imprint process. Our partner, DIGIMARC® Corporation, provides the digital technology and service activation.

## ART GUIDELINES

- CMYK artwork is required and must meet **COLORVISTA** art requirements.
- Minimum art size of 2 in. x 2 in. is required to embed a digital ID.
- Bright, colorful photos and multicolored art is best suited for digital ID technology. **Digital IDs cannot be added to pure White. Large areas of Black or extremely dark colors are not recommended.**
- **BAG MAKERS** will embed the digital ID into your artwork using your client's DIGIMARC account. Please do not apply the digital ID to your art yourself, as we must make technical adjustments to the art before the digital ID is embedded.
- Multiple unique digital IDs can be used in one design if the imprint area is large enough to support multiple hot spots. Each digital ID requires a separate DIGIMARC service charge. Additional art set-up charges may also apply. See page 104 for art fees.

## ORDER PROCESS

1. Create an account with DIGIMARC at <https://portal.digimarc.net>. The account holder is responsible for paying DIGIMARC service fees and updating the destination URL.
2. Submit your purchase order noting that you want to use **VISTA SCAN** in your **COLORVISTA** imprint, and include the following:
  - The e-mail address used to create your DIGIMARC account;
  - Your DIGIMARC account password;
  - The Web address (URL) to which you want to link your digital ID;
  - Art files that meet our **COLORVISTA** art specifications.
3. We will embed the digital ID into your artwork using your DIGIMARC account and will test the digital ID. Once you approve the proof, we will print your bags with the digital ID technology.

For more information, visit [www.BagMakersInc.com/imprinting/VistaScan](http://www.BagMakersInc.com/imprinting/VistaScan) or email [VistaScan@BagMakersInc.com](mailto:VistaScan@BagMakersInc.com). Download the Digimarc Discover App from the iTunes App Store or Android Market. Look for this symbol: