

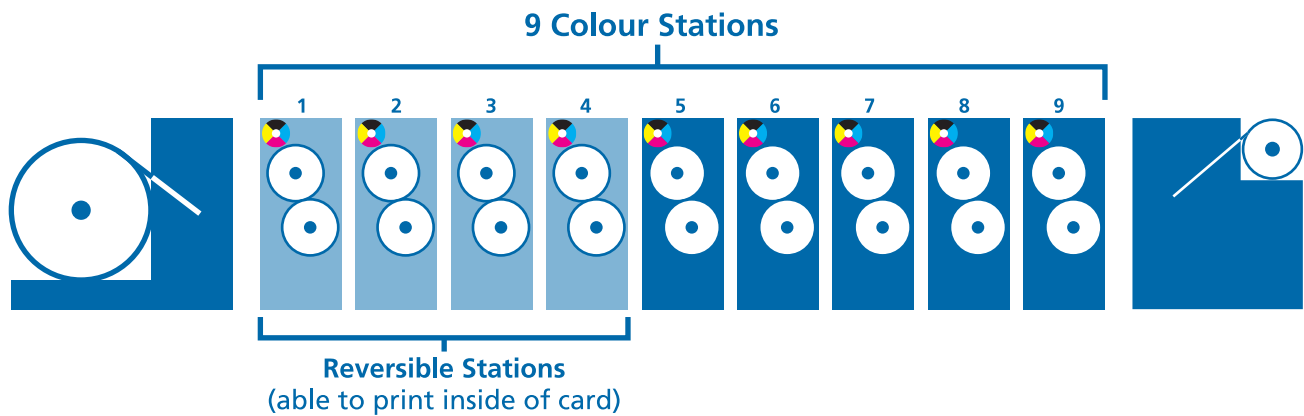


# Jones Compliance Card Print Specifications & Recommendations

Key facts to ensure your compliance packaging is processed smoothly.

## Press Capabilities

- The presses used to print Healthcare Compliance Cards at Jones are capable of printing in 9 stations, each representing one colour, with 4 of those stations having the ability to print on the outside **OR** inside of the card.
- A single station on the press is not capable of printing both sides of a card simultaneously.** This means that artwork that has print on the inside and outside of the card, even if the art is only using 1 colour for both sides, 2 colour stations are necessary to print the job - 1 station to print inside, 1 station to print outside - therefore the job is setup as 2 colours.



## Maximum Colour Breakdown

As mentioned above, our press is capable of printing up to 9 colours per job. How those 9 colours distribute themselves among the press depend on how the artwork is setup. See the chart below to clarify the breakdown of maximum colours that can be used per side in one job.

Front Side Of Card	Inside Of Card
9 Colours (using all 9 stations on press)	0 Colours
8 Colours (using 8 stations on press)	1 Colours (using 1 reversible station on press)
7 Colours (using 7 stations on press)	2 Colours (using 2 reversible stations on press)
6 Colours (using 6 stations on press)	3 Colours (using 3 reversible stations on press)
5 Colours (using 5 stations on press)	4 Colours (using all 4 reversible stations on press)

## Art Guidelines

When submitting artwork for print there are a number of different factors that can/will affect the quality of your job, as well as time and cost. To ensure the best possible print result, please use the following guidelines when creating/submitting artwork.

### File Type

- Art supplied in its native format (Illustrator, InDesign etc.) with all fonts included or converted to outlines.
- A PDF is also helpful for reference.



**\*\*Any changes/additions should be clearly indicated either on a PDF or a hard copy proof.**

## Art Guidelines cont'd...

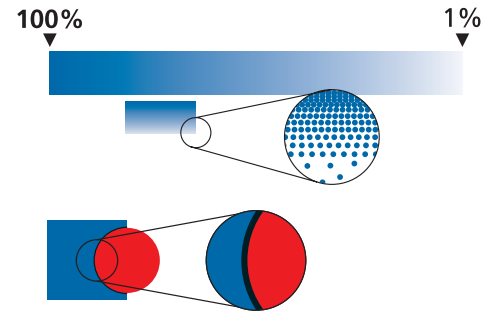
### Colours

- A colour legend or shirrtail indicating which colours are to be used when printing should be included on your submission. It is important to ensure that the artwork is only using the specified colours and in the appropriate areas.

It is recommended to use spot colours whenever possible to avoid registration issues and to ensure print consistency. Refer to the **Pantone® Matching System** for a library of appropriate spot colours.

- Vignettes / blends / gradients / images may fade to a 1% dot. If blends fade to less than 1%, a "line" or break off point may be detectable on the printed piece.
- Linescreen for flexo jobs should be set to 133lpi.
- Trapping should occur where 2 colours are printed side-by-side. Trap tolerance for compliance card artwork should be a minimum of .007".

Design Firm A 23 Fake Street, Toronto, ON	Colours Black PMS 288 PMS 340 PMS 288
	Outer Card Inner Card



### Type Specs & Font Usage

- Copy should be a minimum 1/16" from the outer edge and minimum 1/32" from all interior cuts (such as blister holes) and creases.
- Minimum point size is 4pt for positive type and 6pt for reversed type.
- Rules(lines) should be a minimum of 1pt and 1.5pt in reversed areas.

Keep in mind reverse white copy in areas that multiple colours are used are difficult to register. If 2 or more of the colours are printing in the area, reverse type should be avoided or a keyline of the type considered.

- When using small reverse copy (i.e., body text, or usage instructions) try to avoid using serif fonts. Due to the ink swell in the printing process, the serifs may be drastically reduced in thickness or even cut off. A better choice is using a sans serif font in areas that require small reverse copy.

Minimum Positive Copy - 4pts
Minimum Reverse Copy - 6pts
Minimum Positive Rule/Stroke thickness - .006" (approx. 4pt)
Minimum Reverse Rule/Stroke - .008" (approx .6pt)



### Images and Graphics

- If using linked images, it is preferred to include them with the files rather than embedding them in the document.

Bitmaps (i.e., photos / scans) are made of pixels and are best if used at 300 dpi minimum. It is the responsibility of the customer to supply any

- desired bitmap images (photos) at the minimum resolution of 300 dpi. Jones will not source or purchase stock photography. Images that do not meet the minimum resolution will be questioned or rejected.

Vector artwork is created from lines, objects, arcs, etc., in programs

- such as Adobe Illustrator or InDesign. These programs are where all the elements of the job are "assembled."

BITMAP



VECTOR



**If a flattened PDF, Photoshop, JPEG or TIFF file is supplied with changes, these will require more time to manipulate and convert the files. Vector artwork is preferred and easy to manipulate. If only a scan of the art is supplied, additional time is needed to recreate the art as a vector file.**