



COLORVISTA ARTWORK SPECIFICATIONS

Please also visit pages 192-194 for additional information.

Available on **COTTON/JUTE**, **PET NON-WOVEN**, **NON-WOVEN**, **POLYESTER**, and **UNCOATED PAPER** bags featured on pages 10-11, 14-21, 24-33, 36-59, 62-73, 152-169.

PRINTING METHOD 4-Color process (CMYK). Heat transfer process, providing close registration on multi-color artwork, vivid colors, crisp details, and photo-quality reproduction.

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 background and/or only necessary layers.
- 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 do not use third-party plug-ins—if they are used, we will be unable to process your art.

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.

MINIMUM SIZES: For printing on mesh panels of bags on pages 46-47.

4-point lines or rules. 24-point fonts.
Bold fonts provide the best results.
Thin serif font styles are not recommended.

FONTS—Please Convert 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, paths, or curves 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%.



VISTASCAN—Digital Barcode Technology

Use mobile technology to turn your **COLORVISTA**, **DIGITAL FULL COLOR**, or **SUBLIMATION** printed bag into an interactive marketing experience.

BAG MAKERS offers customers the ability to embed imperceptible, scannable Digital Barcodes in artwork using our **COLORVISTA**, **SUBLIMATION**, or **DIGITAL FULL-COLOR** imprint process. Our partner, DIGIMARC® Corporation, provides the digital technology and service activation.

ART GUIDELINES

- CMYK artwork is required and must meet **COLORVISTA**, **DIGITAL FULL-COLOR**, or **SUBLIMATION** art requirements.
- Minimum art size of 2 in. x 2 in. is required to embed a Digital Barcode.
- Bright, colorful photography and multicolored art is best suited for Digital Barcode technology. **Digital Barcodes cannot be added to pure white areas. Large areas of black or extremely dark colors are not recommended.**
- **BAG MAKERS** will embed the Digital Barcode into your artwork using your client's DIGIMARC account. Please do not apply the Digital Barcode to your art yourself, as we must make technical adjustments to the art before the Digital Barcode is embedded.
- Multiple unique Digital Barcodes can be used in one design if the imprint area is large enough to support multiple hot spots. Each Digital Barcode requires a separate DIGIMARC service charge. Additional art set-up charges may also apply. See page 160 for art fees.

ORDER PROCESS

1. Create an account with DIGIMARC at www.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 **VISTASCAN** in your **COLORVISTA**, **SUBLIMATION**, or **DIGITAL FULL-COLOR** 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 Barcode;
 - Art files that meet our **COLORVISTA**, **SUBLIMATION**, or **DIGITAL FULL-COLOR** art specifications.
3. We will embed the Digital Barcode into your artwork using your DIGIMARC account and will test the Digital Barcode. Once you approve the proof, we will print your bags with the Digital Barcode technology.

For more information, visit www.bagmakersinc.com/Imprint/VistaScan or email DW@BagMakersInc.com.

Download the Digimarc Discover App from the iTunes App Store

or Android Market. Look for this symbol: