

moquin

PACKAGING FILE PREP

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1) File Set-Up

Project Type

Once you've received the Approved Illustrator file, you'll want to use this foundation to build your artwork.

See diagram for common [die-line](#).

2) Color Management

Color Set Up

Make sure file is in CMYK color mode, not RGB, even for Pantone (spot color) jobs. RGB mode will cause color and transparency issues. Avoid using 4/c color black for type, especially if the file started as RGB.

How to Handle Spot Colors

If Pantone or special-mix inks will be used in your packaging, they must be defined as spot colors in the layout document and all supporting artwork. Please ensure that the same naming convention is used throughout for each spot color. If you intend to print your package with process colors but have spot colors defined within the document, unexpected results may occur, especially when used in combination with "transparency." Please convert these colors to process (CMYK) before supplying your files to Moquin Press.

**Please go to the swatches pallet and delete unused colors from all artwork and layout documents.*

Special finishes

For special finishes and tooling: foils, coatings, varnishes, emboss and deboss, please build these as **its own layer** with its own spot color. Simply create a spot color with the name of the special finish.

For type that will **foil, emboss or spot UV**, the type should be outlined. This is to avoid problems when the die tooling is made. These colors should be **set to overprint**, not "Multiply."

See diagram for [Swatches and Layers](#) example.

Other Post-Press Artwork

Emboss, deboss, foil and spot UV coating should be supplied as vector artwork on a separate layer.

- Create a new layer and name this layer according to the Post-Press treatment (e.g. emboss, deboss, foil, etc.)
- Add a new spot-color to the palette and name the selected spot color according to the post-press treatment layer (e.g.: emboss, foil, etc.)
- Colorize the object intended for the post-press treatment, using the selected spot-color.
- The minimum width of art for **emboss** needs to be 0.010". Note: The minimum width needs to be adjusted to at least the thickness of the substrate if not thicker.

3) Working with Images

Image Resolution

Moquin Press's standard effective resolution* is 300 ppi. Images with resolutions below 250ppi may show visible artifacts and unsatisfactory image qualities on the printed page. Supplied images with effective resolutions above 450ppi will be down-sampled to 300ppi by our automated Prepress workflow.

- 300ppi resolution ÷ 50% scale = 600ppi effective resolution
- 300ppi resolution x150% scale = 200ppi effective resolution

For best results, scale your images in the native application and place the images at 100% in the layout document.

**Effective Resolution: resolution ÷ % or x % scale*

Linked images

- Images that have been linked should be 4c process or black & white.
- Black & white images can be colorized.
- 300dpi 100% of size is recommended.
- Be sure to use 8bit images.

4) Font Management

Supply all Necessary Fonts

All fonts must be supplied with your files. Moquin Press will use only your provided fonts to produce your project. Missing fonts will cause an immediate halt to your project.

Use “Package” (InDesign & Illustrator) to collect fonts, along with all artwork. Fonts used in artwork files must be supplied as well.

Some applications may allow you to apply attributes to your font (e.g., italic or bold). Please avoid doing this, as that font may not actually exist and your output may not turn out as expected.

For complex shape **foreign language** fonts please outline text.

5) File Submission Information

Supporting Art Files

Use “Package” (InDesign & Illustrator) to gather supporting art files to send to Moquin Press.

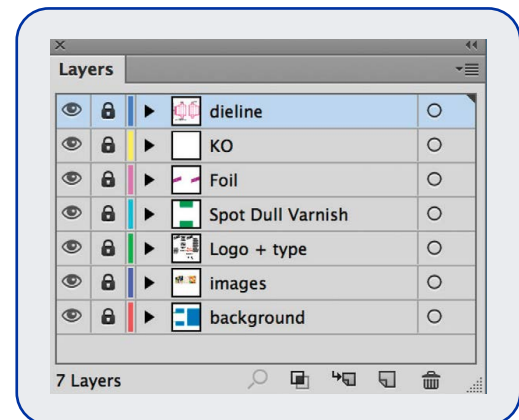
Final touches

- Remove unused or hidden objects, links, or colors.
- Do not create textures as complex vector art, as this may cause slow proofing times. Those may be better as rastered art or image files.
- Check your art alignment to the scores.
- For Pantone (spot color) jobs, be sure all of the elements are Pantone, not 4/color.

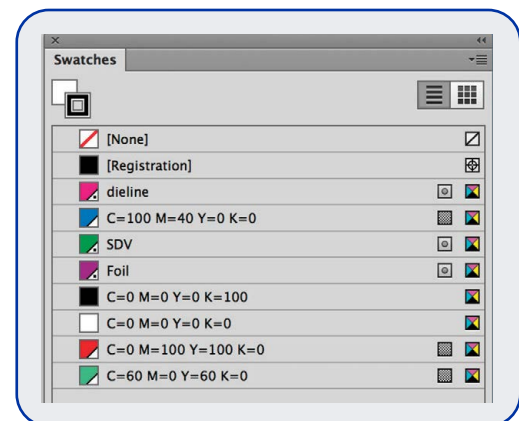
Sending files

- The best way to send files is to make a “Package” from either InDesign or Illustrator. This will collect everything we need to produce your job, fonts, links, and a press-ready PDF.
- Please send folder as a zip.
- Large files may require uploading to our FTP site.

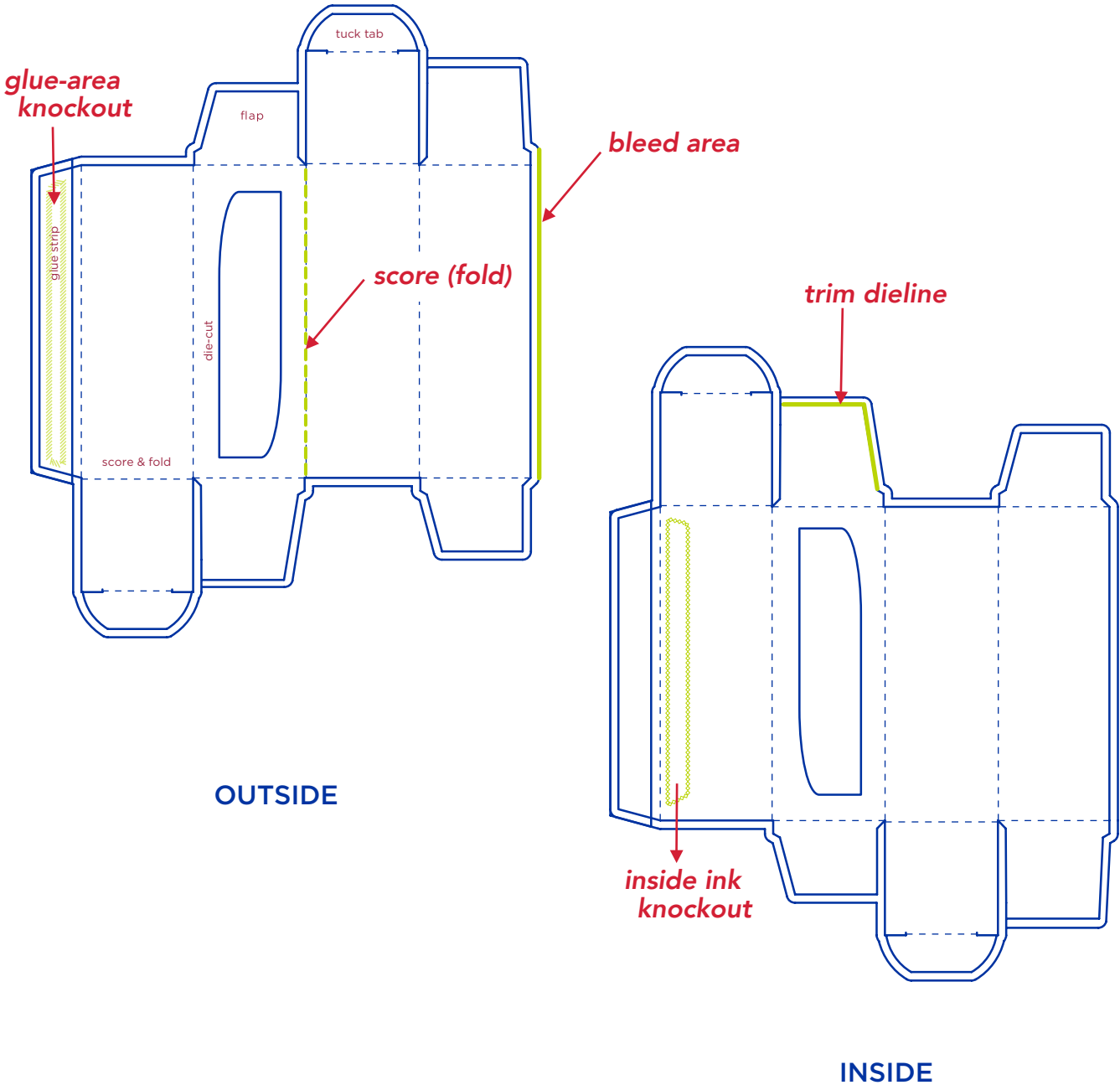
1 Layers Panel



2 Swatches Panel



Sample File Packaging Dieline



This is a sample file. Most boxes are one-sided, so you only need to pay attention to the outside.