

## Designing Artwork For...

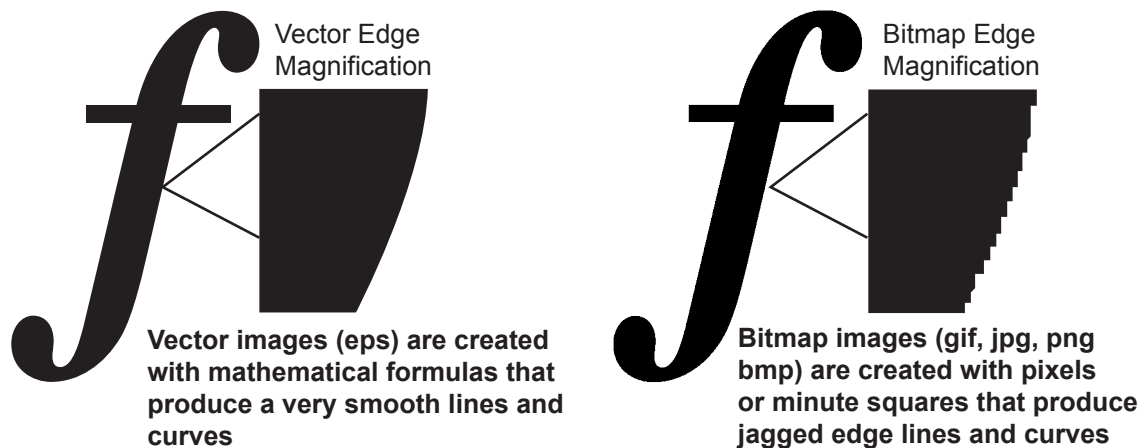
# Screen Printing on Containers

All high-quality printing starts with high-quality artwork along with good understand of the screen printing process. The following is a review of decorating guidelines.

## Artwork

To achieve our quality printing standards, Huffermen greatly prefers artwork in vector format saved as an EPS file Version 10 or lower. Please convert all fonts to curves. JPEG and TIFF files can be used provided they are in black and white format, actual size or larger, and have a resolution of 300 dpi or greater. Huffermen can redraw most one-color artwork for a \$20.00(G) art charge. All artwork should be submitted by e-mail to [art@huffermen.com](mailto:art@huffermen.com) or UPOADED using the Artwork Uploader Form. One-color artwork must be provided in black and white format.

### Vector Image vs. Bitmap Image



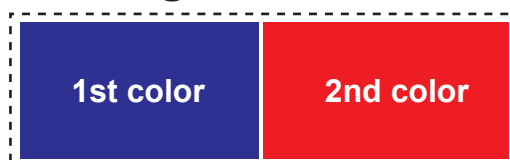
## Printable Areas

Request a printable area for the product from your CSR. For best results, avoid designing copy or graphics to print on the seams of a product if applicable.

## Registration

Screen printing on bottles is registered by lugs on the bottom of the container. Screen printing equipment can hold +/- 1/16" registration per pass/color. Colors that touch should be trapped at least 1/16", one color into the other. When designing take into account the 1/16" float that may occur. Examples of registration float are below:

### Floating

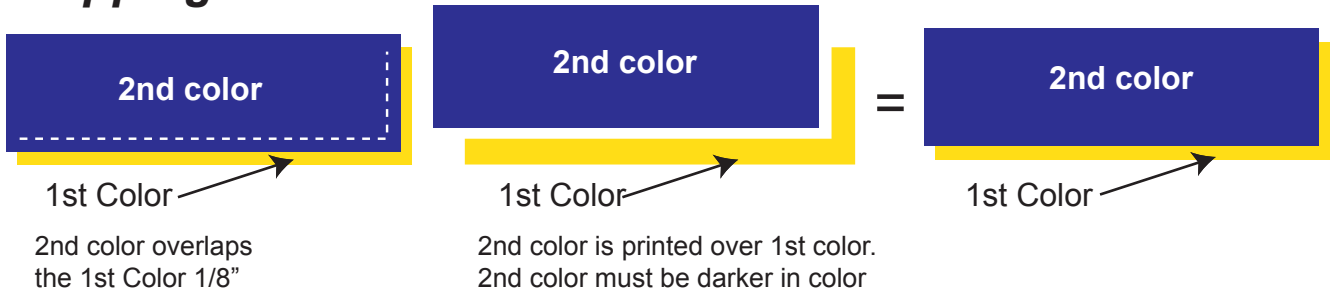


Dotted line = Possible Float 1/16"



Possible End Result

# Trapping



Below are a few examples of close registration that should be avoided in screen printing.

## Circle to Circle



Artwork designed to fit exactly in center with no registration float.

Artwork prints on container with 1/16" per color registration float

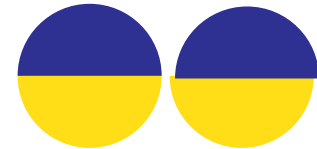
## Point to Point



Designed artwork

Printed artwork with possible registration float of 1/16" per color

## Edge to Edge



Designed artwork

Printed artwork with possible registration float of 1/16" per color

# Ink Color

We use the standard Pantone Matching System (PMS). Screen printing inks are glossy. So choose the *coated PMS Samples*. We also can match customer supplied samples.

Some ink concerns that may be an issue are:

1. Printing one color on top of another will change the PMS color.
2. Opacity of one ink color trapping to another ink color.

# Item Color

Best results are always on white items. Take into account natural/clear items will have the products showing through them, so choose ink colors accordingly. When printing on color items ink will not be as vibrant. i.e. Yellow does not print well on Blue and Black

# Copy Size and Style

Generally, San serif typefaces printed 6pt or above will print with best quality, Serif typefaces printed 8pt or above is preferred. Some concerns would be very light and condensed type styles. Minimum specification: thickness or graphic or type must be at least .008" thick. Spacing between letters should maintain .008" of space. When designing with reverse copy. Always use **bold** and beware of Serif typefaces and super condensed typefaces. Other concerns are trademarks (™) or register marks (®). See Samples below and exhibit on next page.

### Sample of 6pt San Serif typefaces

Point size and typeface style can improve the clarity in screen printing  
 Point size and typeface style can improve the clarity in screen printing  
 Point size and typeface style can improve the clarity in screen printing



*Copy will print Clearly*

Copy will print Clearly  
 ®    ©    ™

### Sample of 8pt Serif typefaces

Point size and typeface style can improve the clarity in screen printing  
 Point size and typeface style can improve the clarity in screen printing  
 Point size and typeface style can improve the clarity in screen printing



*Copy will fill in and smear. Register mark will also fill in.*

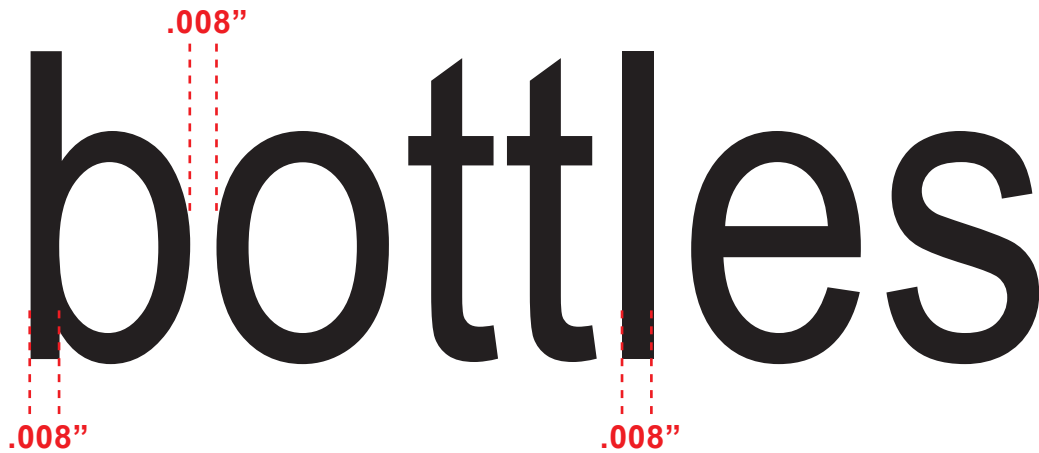
Copy is too small and will not print Clearly  
 ®    ©    ™

# Screen in Artwork (Halftones or Gradients)

With screen printing a line screen of 65 (lpi) is used with a range of 20 to 80 percent. For best results, Contact your Huffermen CSR

## *Displaying minimum specifications for type and spacing.*

Minimum screen printing specification for positive letter thickness and spacing. Specification is .008" to achieve best print clarity. See magnified exhibit below



Minimum screen printing specification for reverse letter thickness and spacing. Specification is .015" in knock out area and .008" between letters to achieve best print clarity. See magnified exhibit below

