

# SMRT/SHORTRUN

## Artwork Specifications

This document contains the design specifications required for all SMRT and Shortrun jobs.

If you choose to supply us with designed and final artwork, it is important to note that we will print AS IS. In some cases, our staff may flag artwork that clearly does not meet specifications and will print unprofessionally. In those cases, we may offer you the option of resubmitting the artwork for \$30, or printing AS IS.

If any specs described below are unclear or unknown to you or your designer, we strongly recommend that you purchase a filecheck. Our designer then comprehensively reviews your artwork, verifies the specs and communicates with you about required or recommended changes. You also receive an email proof of the final pre-press document for your approval.

If you'd rather just supply parts, like logos, photos, lyrics and describe what you want, you may be best to simply hire us to design it for you.

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## STANDARD SPECS

### TEMPLATES

**All artwork must conform to Indie Pool templates.** Templates from other companies may be slightly different so using Indie Pool's templates is necessary. These can be obtained from your Indie Pool Artist Rep or from [indiepool.com](http://indiepool.com). Your artwork must properly identify ALL crop marks, perforations, registration cross hairs and fold lines. Ideally, the corresponding Indie Pool template would be included as a separate layer with the artwork. Ensure not to flatten the artwork with the template on top or it will become part of your artwork.

### SUBMISSION

You can send us your files on a flash drive, CD-R, DVD-R, or alternatively, you can transfer them to us via FTP at [indiepool.com/ftp](http://indiepool.com/ftp), or e-mail (contact your Indie Pool Artist Rep).

### IMAGE QUALITY

- All images and files must be at least 300dpi at actual size.
- Embed all images.

### SUPPORTED FORMATS

**Adobe Illustrator CC and all legacy versions for both Mac and PC.**

- All images should be embedded (NOT linked).

**Adobe Photoshop CC and lower both Mac and PC.**

- You should not flatten your final artwork before sending it to us; you should send us your layered files (just in case we need to make any adjustments). \*Be sure to use our templates in a different layer than the one containing your artwork so that they do not blend together resulting in the template becoming a part of your final design.

*\*when opening the Indie Pool .eps templates with Photoshop, it will ask you to 'Rasterize Generic EPS Format'. Ensure the resolution is set to 300dpi and the colour mode is in CMYK.*

## Adobe InDesign CC and lower for both Mac and PC.

- “Styles” should NOT be used, use an actual font (e.g., if you use Arial Bold, be sure to use the actual Arial Bold font, DO NOT just use Arial Regular, with a bold style applied – applies to Quark only).
- Embed all images, or be sure to submit all linked files.

*\*It may be possible that we can use your files if set up in a program other than what is listed above, HOWEVER, you should contact your Indie Pool Client Representative BEFORE sending us your files, in order to verify that they are, in fact, useable.*

## FONTS

- All fonts must be supplied, both screen and printer versions, where applicable. It is best to send the entire font family if selecting the fonts individually. Collecting for output will select only the fonts that were used.

*\*Even using common, classic typefaces you'll need to send the copies of the actual font files that your document contains. Fonts can vary from vendor to vendor. If you don't supply your own fonts it might result in subtle or obvious differences in your document including text reflow.*

- To avoid font issues, outline all fonts.

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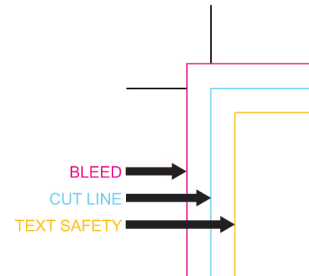
## PRINTED MATERIALS (pockets, wallets, digipaks)

### BLEEDS

- Your artwork must have appropriate bleeds (indicated in the template). There should be at least a 0.125” bleed that extends from the cut line.

### TEXT SAFETY

- Your artwork must have appropriate text safety (indicated in the template). There should be at least 0.125” left between the cut/fold line and all text.



### BARCODE

- If a barcode is to be applied to the outside of the traycard or back of the sleeve/digipak/trapsheet, please specify the location with a white box that is approx. 1.25” by 0.6”. It is best to have this on a separate layer.
- If there is no specified spot, we will use our judgement to apply it where we see fit.

### LOGOS

- If standard logos are to be applied (CD Digital Audio, MAPL, SOCAN, etc), you can get them at [indiepool.com/logos](http://indiepool.com/logos).

### FILE NAMING

- Your submitted artwork files must include the artist's name (in a folder or zipped file), the project title and an item description (e.g., traycard back).

### COLOUR

- All files must be in CMYK (SWOP coated) or greyscale. RGB files will be converted to CMYK which can alter the colour, so it is best to have the proper colour settings before submitting. Blacks should be converted to rich black for best results. Your artwork must follow rich black regulations. The total percentage of CMYK values used in rich black must not exceed 320%.
  - Final printed colour/contrast may differ from the on-screen proof which is composed of light as opposed to ink, so please design accordingly. The printed artwork will tend to be darker than how it appears on screen.
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# DISCS (CDs/DVDs)

## BLEEDS

- Although bleeds are not required on the label artwork, do not cut out the artwork to the exact circular shape of the template. This applies to the centre hole as well. It is best to have a slight overhang for masking.

## PRINTING PROCESSES

### INKJET

- All of our in-house disc printing is done on an inkjet printer, specialized in disc printing.

## COLOUR

- All files must be in CMYK (SWOP coated) or greyscale. RGB files will be converted to CMYK which can alter the colour, so it is best to have the proper colour settings before submitting.
- A white flood is mandatory, no knockouts.
- Final printed colour/contrast may differ from the on-screen proof which is composed of light as opposed to ink, so please design accordingly. The printed artwork will tend to be darker than how it appears on screen.
- It is advisable not to match the disc artwork with the main colour used. Because of different inks, surfaces and printing processes, exact colour matching is not always possible.
- Using shades of grey is not advised as they can often take on undertones of other colours.
- Solid black discs can often have a slight blue hue to them.
- All glossy discs have a small white border around the outer edge, approx. 0.0625".

**FAILURE TO MEET ONE OR MORE OF THESE SPECIFICATIONS MAY RESULT IN THE ARTWORK PRINTING POORLY OR RESUBMISSION COSTS.**

*\*All trademarks are the property of their respective owners.*