# PrePress Instructions - Working File
Craft Beverage Warehouse

## File Prep

1. Download the desired size template from the website and open in **Adobe Illustrator**.

2. Open up the .ai file (Illustrator File) with the Illustrator program. In the Layer panel you will see designated layers for your desired artwork and finishes.
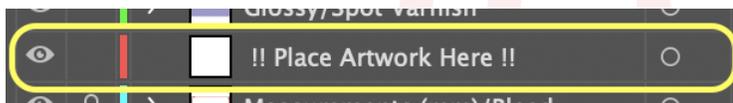
3. Make sure the "Template" Layer is visible & Unlocked



You will see a table under the artboard for you to select your desired finish: Matte, Gossy or Spot Finish. Per the directions, move the dot inside the box of your desired finish. Leave any additional comments or notes for us if desired.

==THIS IS CRUCIAL IN TERMS OF TIME. Failure to specify the finish might cause delays in artwork being processed as we will have to reach out and gather more information from you.==
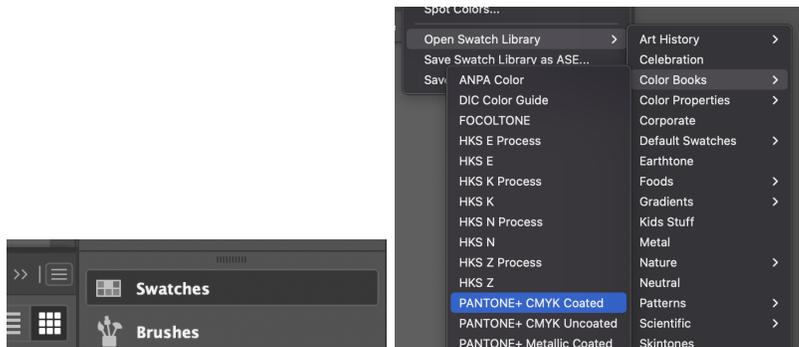


4. Import your artwork into the template and place it under the "Place Artwork Here" layer in the **Layers Panel**. If you have existing artwork in another .ai file - select your artwork and copy & paste in the "Place Artwork Here" Layer. ==DO NOT ALTER THE SIZE OF THE ARTBOARD.==
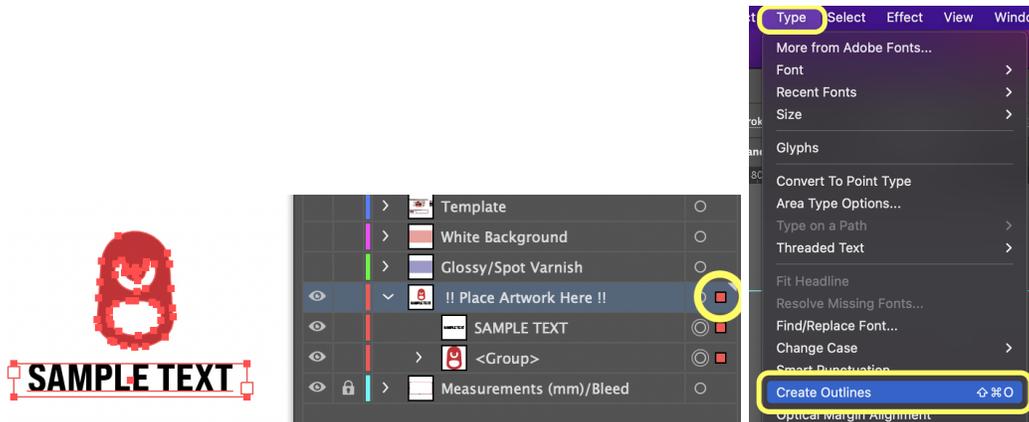


5. For color matching purposes we highly recommend using the Pantone Solid Coated color library. If Pantones are not used we will not be to match specific colors. To do this go to **Swatches** > click the drop down > **Open Swatch Library** > **Color Books** >
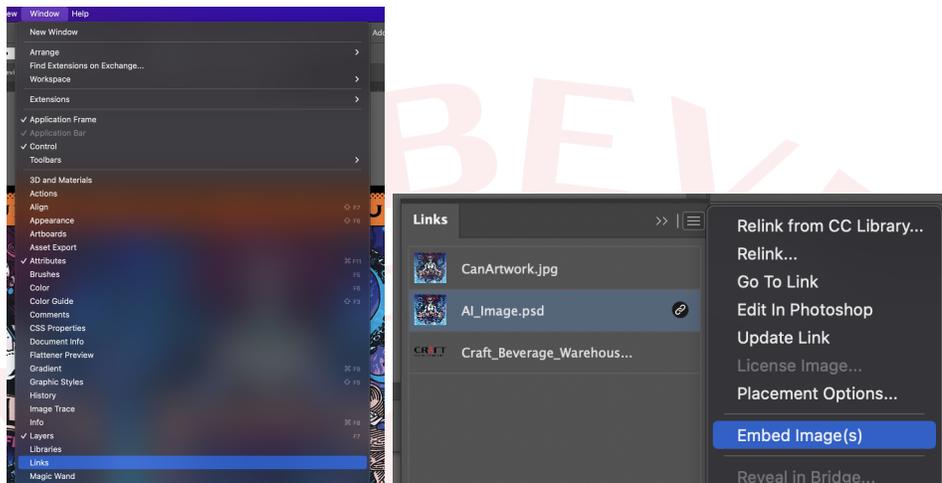
**Pantone + Solid Coated**.



6. In the "Your Artwork" layer, **Create Outlines** for all text elements by selecting each element > **Type** > Create Outlines.



**Tip**: To ensure you are selecting all possible artwork - click the space next to the open circle on that layer ( see screenshot above) and itll turn into a colored box. That means all objects and texts are selected. Then go to "Type" in the menu - and select "create outlines". This will create outlines on all your live text.

7. *Embed all images and any other external links*. To do this go to **Window** > **Links**. Elements that are still linked will have a *(insert Adobe link icon)* next to their file name. Use the menu located on the top right hand corner of the Links Panel to embed (**Embed**

**Image**).



8. Double-check all elements under the "Your Artwork" layer to ensure all artwork and typography is *embedded and outlined.*

<p style="text-align:center"><strong style="color:red">***ALL ARTWORK MUST BE SUBMITTED USING CMYK***</strong></p>

CBW offers a variety of different techniques for designers to utilize. Please refer to the instructions below on how to apply each of them to your artwork. All spot colors for artwork set up can be found in the **Swatches** panel of your Illustrator document.

**<u>Neck of Can/Warp Zone</u>**

You bet we can print on the neck! This is new technology, so we have some suggestions for that neck artwork: (1) if you'd like letters or words on the neck, don't use too thin of a font and try to place them as low on the neck as possible; (2) stay away from dark, solid colors (try something brighter, metallic, or a design on the neck; (3) a glossy over varnish on the neck really makes things POP!

**<u>Matte vs. Glossy Varnish</u>**

**Spot Color** *(Varnish)***:** ▮ **(C = 39.04%, M = 38.46%, Y= 0.0 %, K = 0.0%)**

Find the **Glossy/Spot Varnish** layer. The absence of purple will automatically indicate a full matte finish. For a full glossy finish, leave the purple as is in that layer.
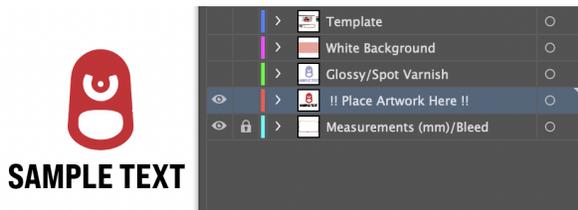


Use spot varnish to add a raised texture to your artwork. To add spot varnish to specific areas of your artwork simply copy and paste those areas from the **Artwork** layer, into the **Glossy/Spot Varnish** layer and change all fills (and strokes, if present) to the designated spot color (Varnish) above.
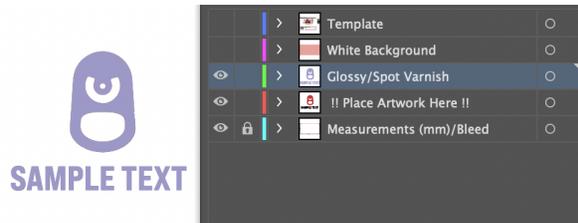
A good tip is to copy the art you want varnished, and paste in place into the glossy/varnish layer

to ensure its in the same exact spot.

**_Artwork on your "Place Artwork Here" Layer_**



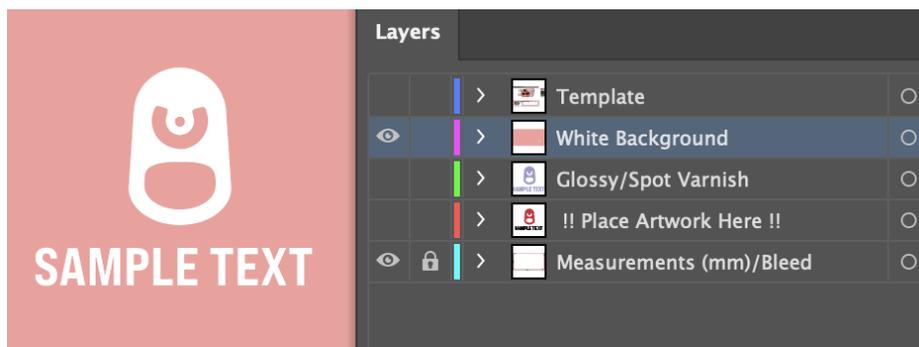**_Artwork on Glossy/Spot Varnish Layer_**



## Metallic vs Flat Printing

**Spot Color (_White Background_):** (C = 1.18, M = 46.17, Y = 29.14, K = 0.0)

Find the **White Background** layer. In this layer you will find that the artboard is spot colored peach, this is the color we use to represent a white background. The presence of pink in this layer will place a white background underneath your artwork when printed, preventing any metallic from showing through. The absence of pink on any area of this layer will automatically indicate that those areas are meant to appear metallic in the final print.

For example in the screenshot below, our icon with "sample text" is going to have a metallic finish to it after printed as it was taken OUT of the white background layer.



## Uploading Artwork to Your Account

Nice! You're almost done. **IMPORTANT: Save your templated artwork as an Adobe Illustrator file and title it using the following format;**

**Brand_Brew_CanSize_Year.ai**

**Examples:**

**CBW_MilwaukeeLager_84ozStandard_2023.ai (8.4 oz Standard Cans)**
**CBW_MilwaukeeLager_12ozSleek_2023.ai (12oz Sleek Cans)**
**CBW_MilwaukeeLager_12ozStandard_2023.ai (12 oz Standard Cans)**
**CBW_MilwaukeeLager_16ozStandard_2023.ai (16 oz Standard Cans)**

Example: *CraftBeverageWarehouse_PaleAle_12ozStandard_2022.ai*
*(If your file is not named correctly, it will not be accepted by the website!)*

"Log In" to your account and upload your templated artwork to the "Manage My Artwork" section on the CBW website. **Please be sure to use the format above to title your artwork before submitting to CBW.**

**Congrats! Keep an eye out for your confirmation email!**