



CARDS:

- Maximum number of colors for the cards:
- FRONT: 7 Colors: Must include Process Yellow, PMS-186 Red and Black depending in the design the other colors may be spot PMS colors or the remaining 4/Color Process colors: Magenta, Cyan).
- BACK: Black only.
- Note: While a card can use both 4/Color Process and Spot colors, do not create blends of colors that mix the spot colors with the 4/Color process colors
- Allow 5/32" (4mm) clear space around the barcode – all four sides
- Minimum percent that can be maintained on the card press is 2 percent – so avoid fine lines and any percentage of a color less than 2 percent
- For any edges within graphics that you want to be “defined” there needs to be enough contrast in color tones between the areas you want to define, so that if there is some gain on press, those edges are not lost.
- Cards are printed using flexography printing – which cannot hold as tight of registration and can have more dot gain compared to Offset Lithography printing.
- Therefore, avoid small details, fine lines and small areas of white space or color surrounded by other colors and type made out of multiple colors – this may lead to colors filling in or looking “out of register” or cause areas to fill-in and/or blend to form larger solid areas.

JAR LIDS:

- The printer uses a process similar to silk screen printing – laying down one color at a time.
- The printer prefers to use a maximum of 6 due to the printing process; but can go up to 8 colors for the printing on the lids;
- PMS-186 Red and Black should be used for Carmex logo.
- If yellow part of the design, utilize Process Yellow.
- Generally, keep caps graphics simple and use PMS spot colors.
- The printer CAN print CMYK process colors, however, depending on the artwork, the printer’s pre-press group may convert to spot colors to provide a higher quality finished product.
- Avoid tight letter (kerning) and line (leading) spacing – do not make any tighter than the examples provided.



STICK LABELS:

- The printer prefers to use a maximum of 9 colors for the 2.125" x 2.1875" label.
- PMS-186 Red and Black should be used for Carmex logo.
- If yellow part of the design, utilize Process Yellow.
- The printer CAN print CMYK process colors as well as PMS colors.
- Reverse Type Minimum is 5pt.
- Identify special PMS colors.
- Delete all unused colors.

TUBES:

- The printing process in dry offset. The colors butt up next to each other – no trapping.
- The tube is a process yellow substrate. **NOTE: Please note that the colors are printed directly on to the yellow tube. The color of the tube will affect the printed color. Please try to use darker colors when building artwork so the yellow will less likely affect the final color.**
- Can not print florescent/neon inks.
- Try to use PMS colors – 6 colors maximum. If using process colors, printer must approve final artwork before it being submitted.
- PMS-186 Red and Black should be used for Carmex logo.
- Reverse Type Minimum is 5pt. for positive type and 6 pt. for reverse type.
- A minimum 2% dot gain will gain to about 15-25" on press (depending on ink coverage).
- Vignettes will have a hard edge when fading to 0%.