



# Technical Requirements & Guidelines

Updated 01/04/2021

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## Technical Requirements:

- All color **must** be CMYK process color. No RGB or Spot colors.
- Total Ink Coverage **must** be 280% or less.
- All images **must** be hi-resolution, print quality. Print resolution is 300 dpi.
- All text, including disclaimers, **must** be at least 6pt (this is the standard the BBB supports).

## Guidelines:

- If using a rich black, recommended CMYK values are C=60, M=30, Y=30, K=100.
- If objects whose color does not exceed 280% Total Ink Coverage are showing as over 280%, it may be necessary to turn off overprint for fill, stroke, and/or the black swatch.
- Any text smaller than 8pt:
  - should be one color, and set on a white (paper) background.
  - should neither be too bold, nor too light (best bet is regular/Roman/book).
  - should have sufficient width and spacing to avoid becoming illegible.
- When setting reverse type (text on a colored background), the text should be bold, either white or one color, and at least 8pt.
- It is best to avoid asymmetrical scaling of small text.
- If you are using vector background textures, rasterize them before output.
- When creating UPC (bar codes) or QR Codes, it is best to make them one color—preferably CMYK black (C=0, M=0, Y=0, K=100). This helps to ensure their functionality is not compromised by registration errors. Also, the higher the resolution, the better. UPCs and QR Codes typically work best if they are vector files.

AdSpecs for all SaveOn products, as well as downloadable blank InDesign, Photoshop, and Illustrator templates for most ad sizes, can be found at:

<https://www.saveon.com/business/resources>