Graphic Art tool kit guidelines

Revolution®

2024

VERSION 2.0

our core values

01

file extension

AI
An AI file is a proprietary, vector file type created by Adobe that can only be created or edited with Adobe Illustrator. It is most commonly used for creating logos, illustrations and print layouts.
Best use = creating logos, graphics, illustrations.

EPS
An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size it can be. An EPS file can be reopened and edited.
Best use = master logo files and graphics and print designs.

PDF
A PDF is a Self-contained document which preserves fonts and graphics.
B*est use: Styled documents meant to be read but not edited.*

TIF
A TIF (or TIFF) is a large raster file. It has no loss in quality and therefore is primarily used for images used in printing. On the web, because of load time, you generally want to use smaller images such as JPG or PNG.
Best use = images and photographs for high quality print.

EDITING VECTOR FILES AND SAVING TEXT "IN OUTLINES"
Vector files such as AI and EPS can remain editable so you can open them back up in Illustrator and edit any text or other elements within the graphic. With images that contain text that are saved as a JPG, PNG or GIF, you would not be able to reopen and edit the text.

Saving in "outlines" is a term that you will hear when sending files to print. If a printer doesn't have a font you used in your design and the vector file is not saved in outlines then when they open the file the text won't have the desired look as it wil default to a different font. Saving something with "outlines" basically means you are locking the text so that it's no longer technically a font but instead made up of vector shapes that form your letters. This is important when sending graphics to print. Saving a file in outlines makes your text no longer editable.

FILES WE DON'T RECOMMEND

JPG
JPG (or JPEG) is a raster image that is often used for photographs on the web. JPGs can be optimized, when saving them out of photoshop, to find the perfect balance of small file size and high quality. On the web, you want your images files to be as small as they can be so your site loads quickly, but large enough to still appear crisp and not pixilated. A JPG can't have a transparent background so they are always in the shape of a rectangle or square with a solid background.
Best use = rectangle or square photos and photographs on your website.

PNG
PNG is another raster image type. For the general marketer, the main difference to understand between a PNG and JPG is that a PNG can have a transparent background and is generally larger and higher quality. Therefore a PNG is ideal for saving logo files for websites because they can be placed over a colored background.
Best use = logos, icons and other images where a transparent background is preferred.

GIF
A GIF is another raster image type. A GIF is formed from up to 256 colors from the RBG colorspace. The fewer colors and shades contained in an image, the smaller the file size. Therefore a GIF is ideal for images that use just a few solid colors and don't have gradients or natural shades. You wouldn't want to use a GIF for a photograph.
Best use = simple web graphics such as web buttons, charts and icons.

flexographic printing specs

	Water Press	Solvant Press
	SPOT COLORS	CMYK
Type Of Plates:	Polymer (Cyrel)	
Sticky Back:	.020	.020
Screens:	60 Lpi	120 Lpi
Plate Thickness:	.112	.067
Trapping:	7pt	4.5pt
Min Type Size:	7pt Positive	9pt Reverse
Min Stroke Weight:	1pt Positive	1pt Reverse
Screen/Gradient Values:	Min 7% - 60% Max	Min 1.5% - 90% Max
Dot Gain:	20%-20%	
Center Lines:		NA
Micro Dots Size:	NA	.72pt ●
Registration Tolerances:	1/16 Per Color	
Inks	Panthone Coated	

INKS:
- Standard Ink colors - No Charge.
- PMS colors can be matched - $100 charge per color will apply.

TRAPPING:
- Trapping must be reviewed on all prints.
- We can advise best trapping, drop shadows or stay-aways.

PRINTABLE AREA/BLEEDS:
- Print needs to stay 0.5” from sides and bottom of bag if there are no bleeds.
- Bottom gusset art must be 0.75” from all sides.
- Gussets can have a bleed of 0.5” minimum -maximum depends on size of gusset.

EXCEPTIONS:
- Any art that bleeds on sides must have pre approval.
- Ameritotes bags are the only bags that can have art bleedoff the top - pre approval.

artwork specs

ARTWORK WILL BE ACCEPTED IN THE FOLLOWING METHODS:

1. E-Mail: **art-ver@revolutioncompany.com**
2. USB Drive.

CAMERA READY ART:

Art must be camera ready in vector line format. We prefer to receive art in Adobe Illustrator (.ai or .eps) files with all fonts outlined.

No artwork charge for camera ready art, unless trapping and screens are involve.

If camera ready art work is not available, we will accept in any visible sample for our art department to manipulate or recreate. Artwork charges will vary depending on the amount of prep work needed to ensure the artwork meets print specifications.

RESIZING ARTWORK

- Camera ready art does not need to be to size.
- There is no charge to reduce or enlarge (if less than 200%).

Note exception: screened artwork will become finer when reduced; therefore, art should be to size.

CENTER LINES

- Center lines are needed on all four sides of each color separated graphic .
- Center lines should be close to the art - place center lines no more than 1/8” out of printing area.
- Center lines should be only 1/8” long.

CLOSE REGISTERED ART

Art department will need to adjust art to allow for movement on close registered art.

POSITIONING

Art department will position art for best display of graphics.

MERCHANDISE BAG WITH HANDLE:

- Handle takes top 4 inches of bag.
- Graphic must start at least ½ inch in from each side & 1-2 inches up from bottom.

Example:

If your bag size is 12x3x18, max image size left to right would be 11 inches and top to bottom would be 14 inches.
Note: We do not recommend having ink in handle area due to ink rub off.

T-SHIRT BAGS:

- Same as above but handle takes up 6 inches of the top of the bag.

SUPER WAVE BAGS:

- Same as above but handle takes up 5 inches of the top of the bag.

WARNING MESSAGE

- Warning message is required on bags that are 10 inches or wider unless bags are 1 mil or greater.
- No warning is required on bags that are 1 mil or greater in thickness.
- Warning message will be printed on the gussets or the face of flat bags.
- T-shirt bags will have warning message printed on the side gusset.

artwork screens

VECTOR ART - GOOD

Revolution®

EPS AI

vs

PLACE IMAGE 72 DPI - NO GOOD

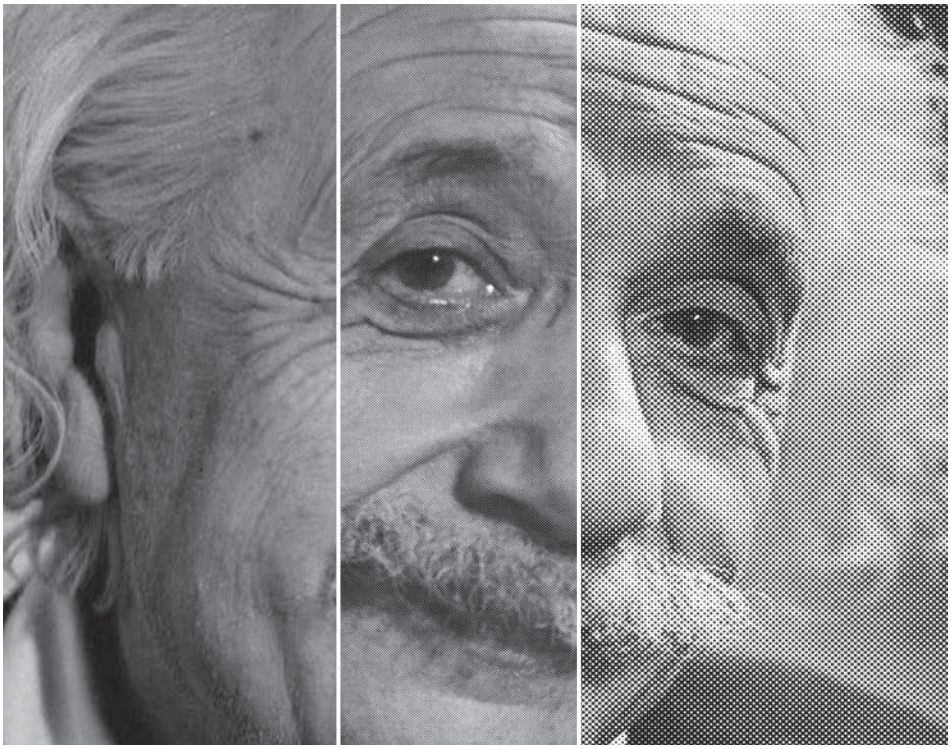
Revolution

JPG PNG GIF BMP

EXAMPLE OF A PLACE IMAGE ONCE CONVERTED AND PRINTED AS 60 LPI AND 120 LPI

CMYK Line Screen:

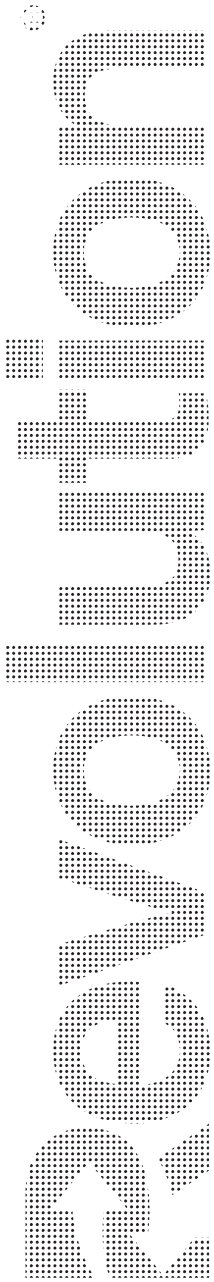
FINE HALFTONE **120 LPI HALFTONE** **60 LPI HALFTONE**



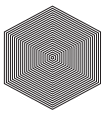
Place Image should be 300 DPi or Higher

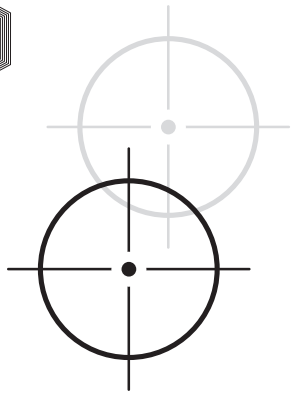
NOTE: SCREEN samples are for reference only.

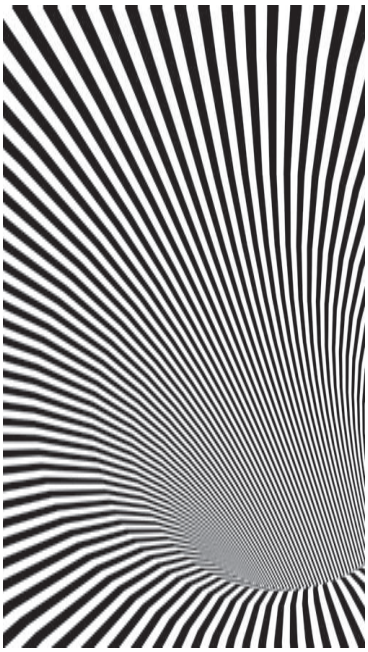
screens & halftones

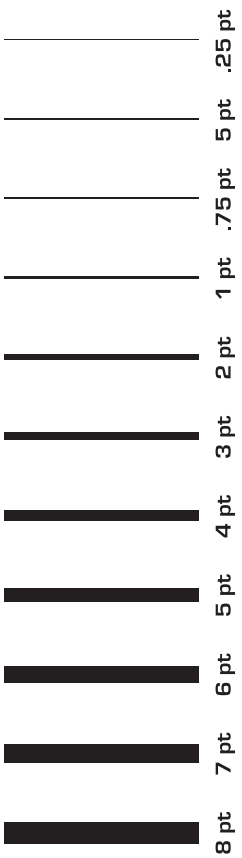


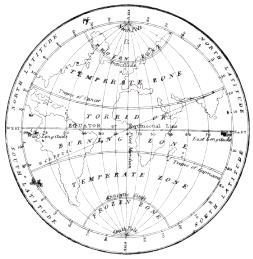
5 pt
6 pt
7 pt
8 pt
9 pt
10 pt
11 pt
12 pt
14 pt
18 pt
21 pt
36 pt











06

printing cylinders

AVAILABILTY MARCH 2024

CYLINDER

SIZE	VERNON PRESS 205	VERNON PRESS 207 & 208	VERNON SOLVENT PRESSES	VERNON EXTRUSION INLINE	KILGORE P2 UTECO	KILGORE P3 & P4	KILGORE E2 INLINE	KILGORE E3 INLINE
54								
40								
38								
36		4 (but only for 207)						
34		4(but only for 207)	5			6		
32						1		
30	6	2	8		8			
28.25			4			8	4	
28		5	8		9			
27		5	8		6			
26.25						4		
26	4	5	8		16			
25		3		2	4			
24.5						4		
24	6	6	15	1	22		3	
23.25						8		
23	4	8	10		30			
22.25						8	10	8
22		8	11	3	40			
21.25			4			13	4	
21	4	8	15	2	32			
20.25							8	
20		1	12		8	3		
19.5	6	10	8					
19.25					11			4
19		2	14	2	35	4		
18.75						5		
18.5					10			
18	6	6	26	4	8			
17.25						14	2	
17		5	11		18			
16.5	6	8	13					
16			10	2	38	4	6	4
15.5					2			
15.25						2		
15	6	6	17		8		4	4
14.5					8			
14.45						5		
14					6			
13.5						4		
12.75						4		
12	6							

SLEEVES

SIZE	VERNON
15	18 Sleeves
16	11 Sleeves
16.5	13 Sleeves
17	8 Sleeves
18	28 Sleeves
19	14 Sleeves
19.5	8 Sleeves
20	13 Sleeves
21	17 Sleeves
21.75	8 Sleeves
22	22 Sleeves
23	11 Sleeves
24	15 Sleeves
26	8 Sleeves
28.25	8 Sleeves

GARMENT ONLY

Sideweld Bags Run Sideways So WIDTH is the LENGTH

Orders that are multiple colors on two sides with the size of 12", 13" and 14" that require (2UP, 2 DOWN). Any questions contact printing dept for details.

Random repeat use 15", 16" or 18" cylinders. Anything below 15" needs to be 2 webs. Any questions contact printing dept for details.

SIDE SEAL BAGS

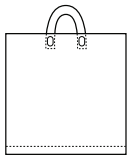
Cylinder size determines the WIDTH of the bag. Super Wave, Super Gloss, AmeriTotes, Saddle Pack and Grab and Go.
(all side seal - bottom gusset bags)

BOTTOM SEAL BAGS

Cylinder size determines the LENGTH of the bag. Merchandise and T-Shirt.
(bottom seal - side gusset bags)

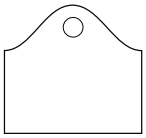
bag handles

SOFT LOOP HANDLE
Ameritote



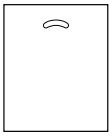
Handles approx. 3" to 3-1/2" apart - centered from side to side.

ROUND HANDLE
Superwave



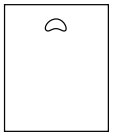
Opening is 2-1/2" round and starts approx. 2-1/2" from top - centered from side to side. Placement may vary up to 1/2".

BANANA HANDLE
Super Gloss



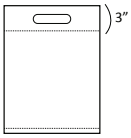
Handle approx. 2-1/2" from top - centered from side to side.

KIDNEY BEAN HANDLE
Super Satin



Handle approx. 2-1/2" from top - centered from side to side.

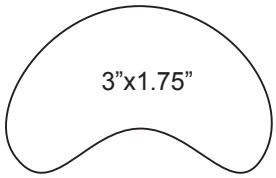
FOLD OVER RACETRACK



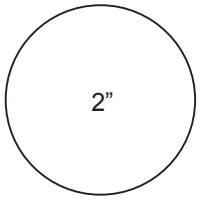
Handle approx. 1-1/2" from top - centered from side to side.

Note: Artwork should stay 4" away from the top of the bag to prevent the handle from cutting into the print. Handle placement may vary up to 1/2 inch.

Kidney (01)

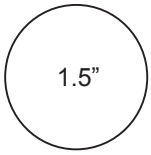


Round (02)

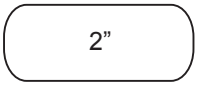


Round (03)

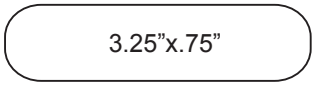
Round (04)



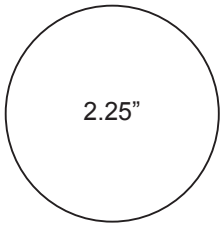
Oval (05)



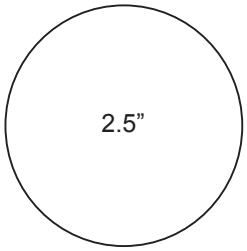
Racetrack (06)



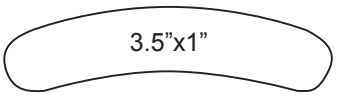
Round (07)



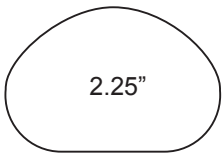
Round (11)



Banana (14)

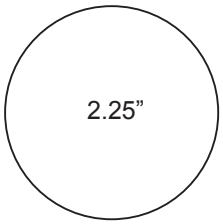


Bell (17)

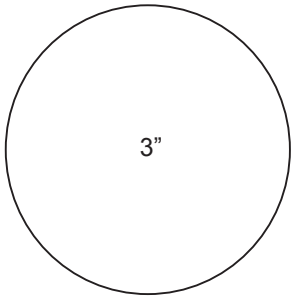


(W2)

WAVE BAGS ONLY

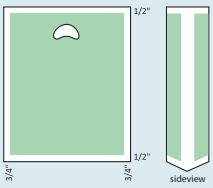


(W3)



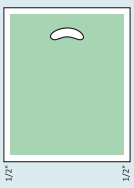
STANDARD PRINT AREA & HANDLES

Merchandise
Kidney Bean Handle



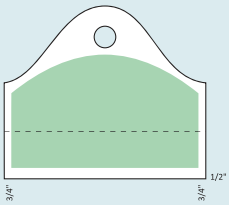
Handle approx. 2.5" from top. Centered from side to side.

Bottom Gusset Bag
Banana Handle



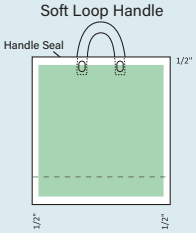
Handle approx. 2.5" from top. Centered from side to side.

Super Wave®
Round Handle



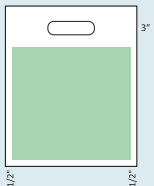
Opening is 2.5" round and starts approx. 2.5" from top. Centered from side to side.

SoftTote®
Soft Loop Handle



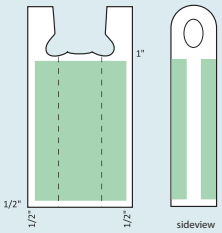
Handle approx. 3" to 3.5" apart. Centered from side to side

Fold Over Racetrack



Handle approx. 3" to 3.5" apart. Centered from side to side

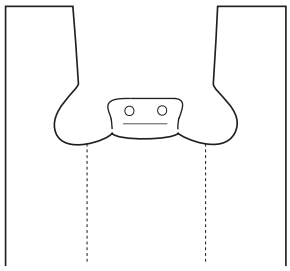
T-Shirt



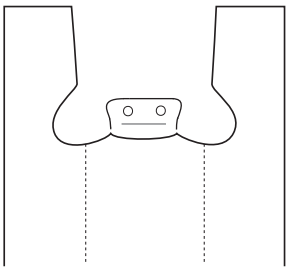
Printable Area

t-shirt handles

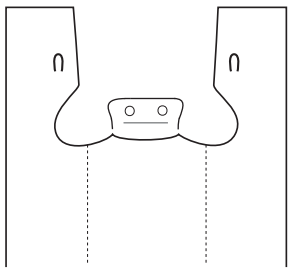
8.5” And Below Width
8Y
With Clip / No Quickmate Holes



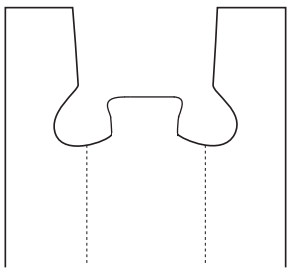
9” - 10” Width
8A
With Clip / No Quickmate Holes



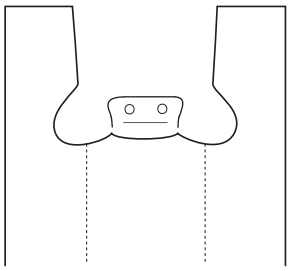
10.5” - 13” Width
8B
With Clip / With Quickmate Holes



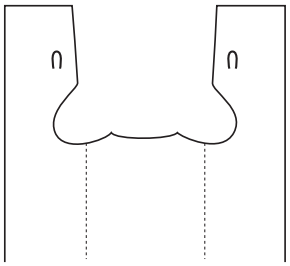
13” Width
8AA
No Clip / No Quickmate Holes



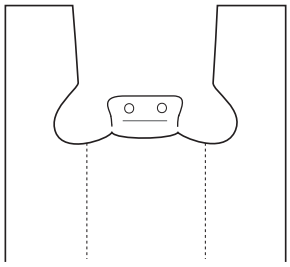
14” Width
8C
With Clip / No Quickmate Holes



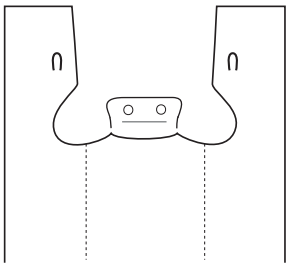
15” Width
FW
No Clip / With Quickmate Holes



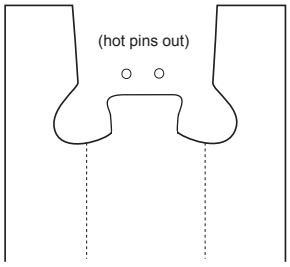
16” - 17” Width
8D
With Clip / No Quickmate Holes



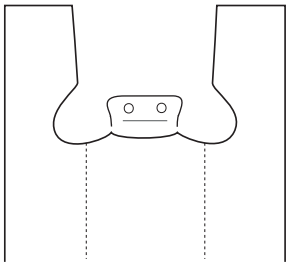
15" Width
8L
With Clip / With Quickmate Holes



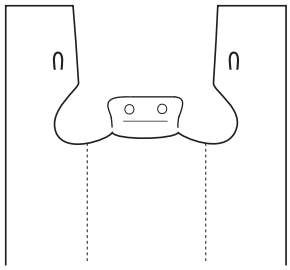
“18” - 20”” Width
8J
No Clip / No Quickmate Holes



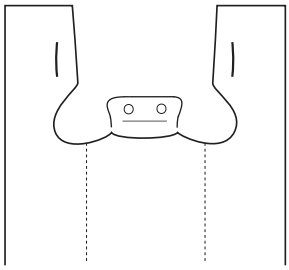
18” - 20” Width
8Z
With Clip / No Quickmate Holes



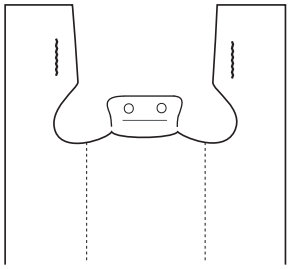
18” - 20” Width
8W
With Clip / With Quickmate Holes



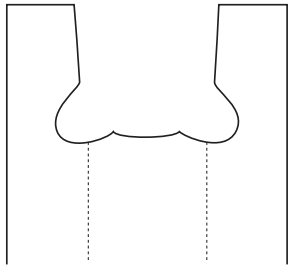
Target T-Shirt Handle
8T
With Clip / With Slit Openings



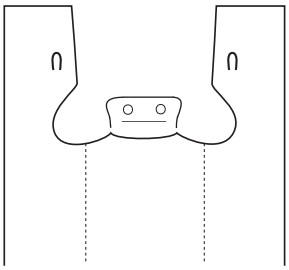
Reusable T-Shirt Grocery
11.5” - 12” Width
8G
With Clip / With Slit Openings



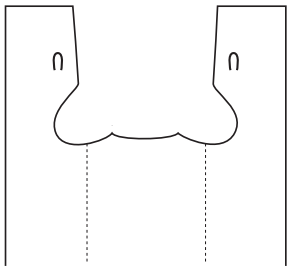
10.5” - 13” Width
9B
No Clip / No Quickmate Holes



14” Width
9C
With Clip / With Quickmate Holes



10.5” - 13” Width
9D
No Clip / With Quickmate Holes



film colors to pms

Note: These colors are approximate PMS Swatches and should only be used for reference. Film colors may vary 2 to 3 shades.

Super Gloss Film LD

STANDARD COLORS

Beige	BE	PMS 468
Black	BL	BLACK
Clear	CL	CLEAR
Dark Blue	DB	PMS 300
Dark Green	DG	PMS 343
Kraft	KR	PMS 466
Light Ivory	LV	PMS 7499
Pearl Grey	PG	PMS Cool Gray 8
Red	RD	PMS 1797
Teal	TL	PMS 320
White	WT	WHITE
Navy Blue	NB	PMS 2767

PREMIUM COLORS

Citrus Green	CG	PMS 376
Magenta	MT	PMS 212
Yellow	YL	PMS 107
Purple	PR	PMS 266

100% RECYCLED COLORS

Pearl Grey	PG	PMS Cool Gray 8

Super Satin Film HD

STANDARD COLORS

Beige	BE	PMS 468
Black	BL	BLACK
Clear	CL	CLEAR
Dark Blue	DB	PMS 3005
Dark Green	DG	PMS 3425
Kraft	KR	PMS 466
Light Ivory	LV	PMS 7499
Pearl Grey	PG	PMS 422
Red	RD	PMS 1807
Teal	TL	PMS 320
White	WT	WHITE
Navy Blue	NB	PMS 2767

PREMIUM COLORS

Citrus Green	CG	PMS 367
Magenta	MT	PMS 1915
Yellow	YL	PMS 107
Purple	PR	PMS 2665

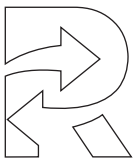
100% RECYCLED COLORS

Pearl Grey	PG	PMS 422

Super Frost Film HD

Citrus Green Frost	FC	PMS 360
Frost Beige	FE	PMS 468
Frost Black	FF	BLACK
Frost Dark Green	GF	PMS 367
Frosted Clear	FR	WHITE
Frosted DK Blue	FB	PMS 3005
Frosted White	FW	WHITE
Lemon Yellow Frost	FY	PMS 123
Purple Grape Frost	FP	PMS 2665
Red Tint Frost	RF	PMS 1805
Sizzling Pink Frost	SP	PMS 213
Teal Frost	TF	PMS 7466

stock pms colors


PMS 000
Brilliant White

PMS 012
Lemon Yellow

PMS 123
Sunflower Yellow

PMS 021
Halloween Orange

PMS 185
Cherry Red

PMS 485
True Red

PMS 208
Majestic Maroon

PMS 219
Hot Pink

PMS 334
Aqua Green

PMS 253
Purple

Pantone Violet

PMS 286
Midnight Blue

PMS 295
Navy Blue

PMS 299
Bright Blue

Reflex Blue

PMS 305
Sky Blue

PMS 326
Teal Blue

PMS 343
New Forest Green

PMS 348
Kelly Green

PMS 424
Slate Grey

PMS 483
Walnut Brown

PMS 999
Jet Black

PMS 877
Metallic Silver

PMS 876
Metallic Copper

18K Gold

primary
logo + variations

PRIMARY LOGO COLORS

This is the primary and preferred format of the Revolution logo, to be used in all applications and on white backgrounds whenever circumstances allow.

PMS 2925

Revolution®

ALTERNATE LOGO VERSIONS

For appropriate instances, the primary logo may be shown with the tagline in a 1- or 2-color application. Uses for the tagline lock-up version is on a case by case basis, often used for internal branding purposes or when contextual narrative for the brand may be unavailable. The tagline should never be typed out or locked with primary logo other than the approved design.

PMS 2925 PMS 7544

Revolution®
redefine possible.

Revolution®
Redefine Possible.

Revolution®
redefine possible.

glossary terms

Registration - Printing registration is how close the colors are to each other on the graphic being printed.

Tight Registration - When colors are actually touching or very close (less than 1/32) together.

Registered Print - One image per bag, placed on each bag in the sample place.

Eyemark - Registration mark that is read by an electric eye that sends a message to the bag machine to cut and seal the bag. Revolution normally uses a rectangular mark in the bottom corner of the bag.

Random Print - Typically used for warning messages at Revolution. Print is placed on bag in a random repeat a specific number of inches apart. Bags could have one or more images per page and some images maybe be cut off.

Trapping - Laying one (usually the darker color) over another color to form an edge or boarder.

Stay Away - To make space between colors to allow for movement when trapping will not work.

Halftone/ Screen - The process of using dots to make a color appear lighter without adding an additional color to the graphic.

Color Separation - Formatting art so each color is separate.

Line Screen - Number of dot per inch the more dotsthe finer the screen.

Ink Coverage - Amount of ink coverage on the bag compared to the bag size. This is somewhat of a judgment call at Revolution. Best printing is with 25-50% ink coverage or less -especially when printing smaller jobs(5m to 50m bags). Heavier coverage (up to 80%) is usually only considered on longer runs. Bleed–When Ink extends past the side, top, bottom or gusset of the bag. Any bleed (except into a gusset) must be pre-approved at Revolution.

Mock Up - Pasting artwork on an existing bag –this is usually only done by printing an image from the printer and adhering it to a bag. This is not representative of the actual print on a bag and usually done for size only.

Template - Definition: “Something that serves as a model for others to copy”. At Revolution this is our art department’s reproduction of the bag. This TEMPLATE incorporates bag style, size, gauge, film colors and all graphic specifications. This is what is approved by the customer. This template is also used in the factory as a guide for printing operators and conversion.

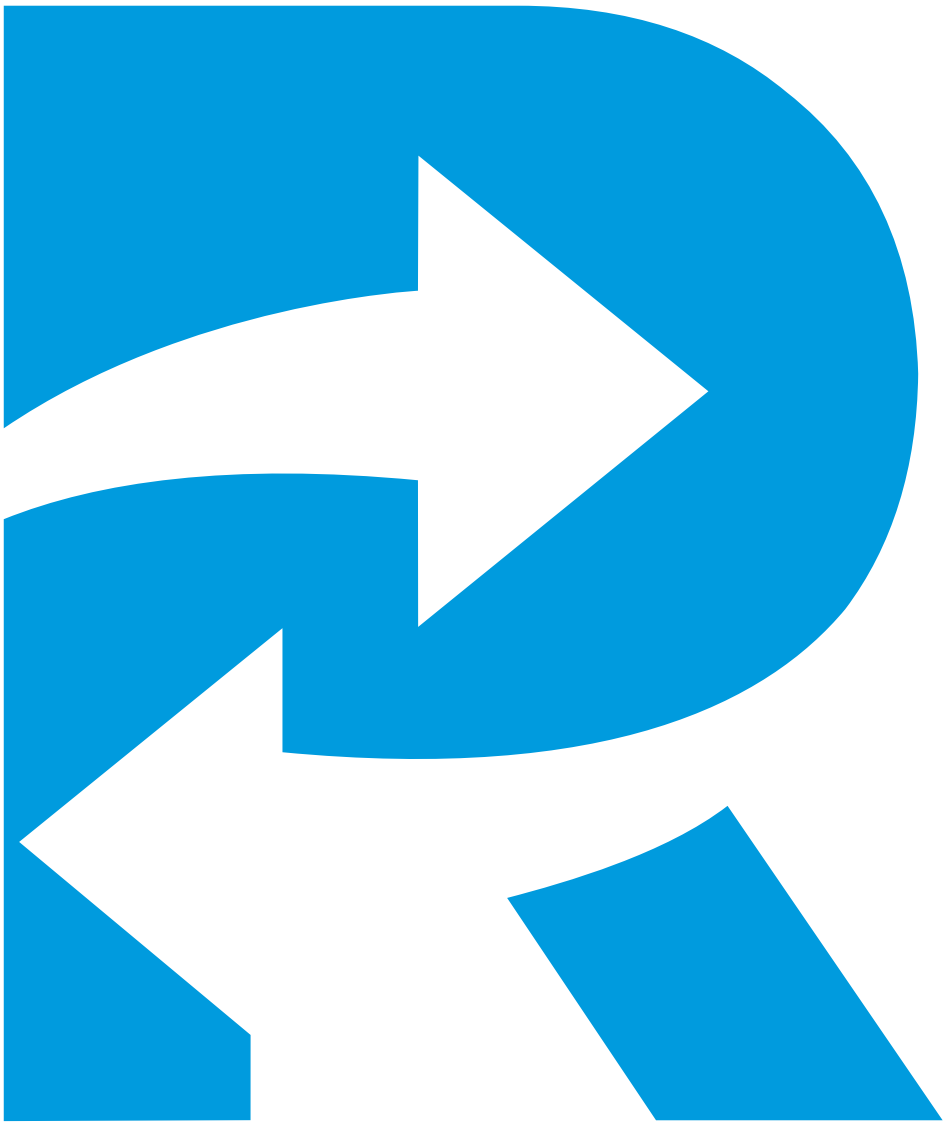
Ink Draw Down - When ink is rolled manually on to film to show what the ink color will look like on the film. It is often used to roll out two colors on top of each other and then it shows the change in color when the inks are laid on top of each other.

Printing Cylinder - Round cylinder that printing plates are mounted on and used on printing press, the size of the cylinders is what determines the size, length or width of the bag and the number of colors available for printing.

Vector Art - Vector artwork is art that's made up of vector graphics. These graphics are points, lines, curves and shapes that are based on mathematical formulas. When you scale a vector image file, it isn't low resolution and there's no loss of quality, so it can be sized to however large or small you need it to be.

EPS - EPS stands for Encapsulated PostScript. EPS is a graphic file format that describes an image (raster/bitmap) or a drawing (vector) or both.

Digital Plates - Vector art that is transferred directly from a digital device onto the plate.

Analog Plates - Outputting a negative and applying that directly to the plate to produce the image.

notes