

Label Artwork Setup Guidelines

Computer Software Compatibility

— Our preferred file format is Adobe Illustrator (.ai). When labels are created in other programs, exporting the files create issues with slicing the artwork, gradients, drop shadows, images, and colors.

— If you must use an alternative vector-based software application, you must export a CMYK-print quality (.pdf) file. Make sure the following are in the PDF's file settings: embed thumbnail, retain file colors & editability, no compression, down-sample to 300 DPI, no color conversion, and no passwords.

Artwork Setup

— Always design label artwork in the CMYK colorspace – RGB flat files CANNOT BE USED. If the artwork is in RGB, artist will have to convert to CMYK and colors may not convert to desired look.

— Please convert ALL text to outlines to ensure the correct fonts are being used. If unable to outline text, please send the actual font files directly from your computer.

— **IN ORDER OF PREFERENCE FILE TYPES:** Adobe Illustrator (.ai), Encapsulated PostScript (.eps), Portable Document Format (.pdf), Scalable Vector Graphics (.svg). PNG and GIF files cannot be used to produce quality labels (this includes low res or web .jpg files). JPG files must be in CMYK format with a minimum 300 DPI with no text.

Label Design (inside die line)

— Safety Area: Maintain a 1/16" margin from the dieline, unless it's an intentional bleed.

— Color Specifications: Specify required Pantone Coated Swatch® swatch numbers on spot color artwork.

— Type Specs: 4 pt positive minimum. 6 pt bold for negative (reversed) text. Please avoid using fine reverse type because this will lead to filling in of small spaces.

— Lines/Stroke weight: Minimum setting .25 pt. When printing negative (reverse) lines/stroke, .5 pt is the minimum recommended.

— Nutrition Facts: Please contact the Food and Drug Administration for necessary requirements needed for your particular application.

— Color Matching: In the event that a Process color is provided by customer and needs to be a Pantone Coated Swatch®, the artist will color match and will need approval from customer before going to press.



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