

## ARTWORK REQUIREMENTS:

***Please read carefully. Any artwork that is not compliant with the requirements below WILL incur additional prep charges and time lost.***

### Software Applications:

All work is done on a Mac. All files will end up in ADOBE ILLUSTRATOR for pre-press, so that is the program preferred (CS6). Supplying this format up-front minimizes errors from program translation and saves time. We also accept InDesign. Please send any work in InDesign as an EPS file. Along with your artwork, please include all fonts and/or placed images (EPS, TIFF) used in creating your artwork. Use only vector based art. Pixel formats are not predictable for quality and will only create problems and job delay. PLEASE DO NOT SET TYPE OR COMPOSE LABEL IN PHOTOSHOP.

### Original Art/Scans:

Include all external (linked) images used in file (EPS, TIFF). Do not embed these files whenever possible. Resolution should be 300 dpi at its final size. Note, converting a 72 dpi image to 300 dpi image will not create a quality image. This only copies surrounding pixels and does not improve quality.

### Fonts:

Please be sure to include ALL fonts used in documents or convert type to outlines. Where postscript fonts have been used, include both printer and screen fonts. *Note: Documents in which fonts have been converted to outlines can no longer be edited.*

### Final Artwork:

- Must include dieline, trim or crop marks. Document size should NOT define label area.
- Have .0625" minimum bleed
- Any borders should be .0625" minimum
- All graphics and copy should clear die by .0625" minimum, unless it is intentional bleed.
- 4 pt. type is minimum. Avoid fine reverse type. Avoid Process type less than 12 pt.(Digital 4pt minimum)
- Lines/Rules: .35 pt. minimum for positive; no thinner than .5 pt. for negative (reverse).
- Gradients should be designed with 1% as the minimum dot.
- Any type knocked out of two or more colors should have an outline of .75 pt. minimum. This aids in registration and clarity.
- Should NOT use Rich Black which is made up of 4 Process Colors. Black should be 100% K!
- DO NOT use transparency palette to create percentages of color. Use a lesser value in the color palette. Transparencies do not translate correctly to print.

### Photoshop files:

Please provide original Photoshop file with layers (unflattened). This will enable us to implement any color corrections and/or revise separations if needed for improved quality. Please DO NOT incorporate type in Photoshop file. Type is better set in program better suited such as Illustrator.

### Bar Codes/UPCs:

- Barcodes less than 80% scale are not guaranteed to scan.
- Example of the minimum 80% scale bar code with minimum height:



### Accepted File Transfer types:

E-mail, CD's, DVD's, and FTP downloads (along with directions to retrieve). If e-mailing files, please be sure to compress files with a Stuff It or Zip program before sending. This will avoid corruption in transit. ***Always keep original file.***

### Important Facts to Remember:

- Artwork sent with more information is better than not enough.
- JPEGs, ALL Microsoft Office Programs, Publisher and Corel Draw are NOT usable file formats.
- Specify exact Pantone and/or Process colors in final artwork. This way you are sure to get what you want.
- Contact us if any information is unclear to you. We will be happy to field any questions or concerns.
- *Any artwork that is not compliant with the above guidelines may incur additional prep charges.*