ARTWORK STANDARDS FOR DIGITAL PRINTING

Accepted artwork file formats for digital printing:

- Adobe Illustrator (.ai) / Adobe Illustrator Encapsulated Post Script (.eps)
- Adobe Photoshop (.psd / .tif)
- Adobe InDesign (.indd)
- Portable Document Format (.pdf)

Artwork requirements:

CMYK color mode, no RGB.

Please include all fonts used within the document or convert the text to outlines.

Include the files for the placed image links or embed them within the Illustrator document.

Black text should be 100% solid black, not built from CMYK.

You can include Pantone colors within your artwork. Pantone colors will convert to CMYK, our press will automatically render the color conversion as accurately as possible. Pantone colors should use the **Pantone Solid Coated** library only.

Submit final art only. Any edits after initial submission may be subject to additional charges.

The artwork requires a die line. The die line should be on a separate layer, colored as a spot color and be specifically named "Dieline" (one word, case sensitive). If you are using a stock die for your design, please call ahead to get the size, corner radius and unwind direction before beginning.

There should be no additional guide lines, notations, hidden layers or call-outs in the artwork.

Be sure no graphics are hidden or locked.

Artwork must have a minimum bleed of 1/16" (.0625). The bleed is the extension of the artwork beyond the die-cut/label trim area.

The text and artwork borders must be inset with a minimum margin of 1/16 (.0625) from the die-cut/label trim area.

UPC codes should be colored 100% black on a white or very light background and have a minimum left and right quiet space of 3/16" (.1875). UPC codes should be scaled no smaller than 80% of their default 100% size.

If your label is meant to match the color of existing label(s) or packaging, please provide a sample or color target with your initial order.

Managing file sizes:

300 pixels per inch for raster images (Photoshop graphics) is considered print quality resolution.

Artwork submitted with a resolution below 300 pixels per inch may be flagged or rejected based on poor quality.

Do not resize pixel (raster) images in Illustrator. Adjust the size in Photoshop and then place/link the graphic at 100% scale into Illustrator.

Artwork pixels or anchor points that extend beyond the page bounds should always be cropped/deleted, not masked or hidden from view.

For artwork printing on clear material or metallic material and supported with white ink:

All white graphics need to be called-out on a separate artwork layer and colorized as a spot color swatch called "White" (case sensitive).

The white separation must be a duplicate, meaning the white ink separation is the exact same size and shape as the graphics it will be backing.

We can provide your team with a how-to guide for white ink separations upon request.

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