

## ARTWORK STANDARDS FOR DIGITAL AND FLEXO PRINTING

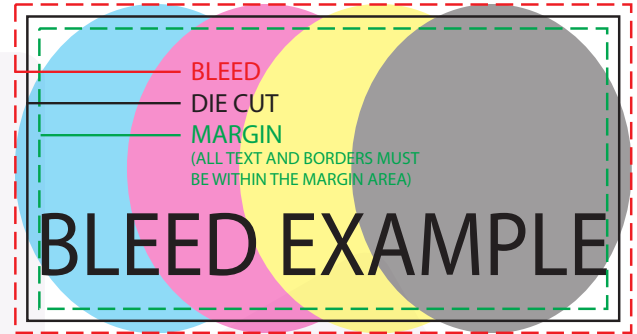
Use these guidelines to set up your files for the **BEST POSSIBLE PRODUCTION RESULTS**.  
Setting up files as suggested will ensure that we can produce high quality labels in a timely manner.

### Accepted artwork file formats for printing:

- *Adobe Illustrator (.ai)*
- *Adobe Illustrator Encapsulated Post Script (.eps)*
- *Portable Document Format (.pdf)*
- *Adobe Photoshop (.psd / .tif)*
- **FILES NOT ACCEPTED: Word Documents(.doc), JPEG, PNG**

### Artwork Requirements:

- CMYK color mode only, **No RGB files will be accepted.**
- All artwork must have a **minimum bleed of 1/16 (.0625) of an inch**, bleed is the extension of the artwork beyond the die-cut/label trim area. (See Image Above).
- All text and artwork borders must be inset with a **minimum margin of 1/16 (.0625) of an inch** from the die-cut edge/label trim area. (See Image Above).
- All 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) of an inch.
- UPC codes should be scaled no smaller than 80% of their default 100% size.
- Include all fonts or convert text to outlines.
- Embed all images or make sure all linked graphics are included.
- Black text should be 100% solid black, not a build.
- Do not convert PMS colors to CMYK, our press will render the color conversion more accurately.
- Pantone colors have to use the **Pantone Solid Coated** library only. Example: "PANTONE 123 C"
- All white graphics need to be called-out on a separate artwork layer and colorized as a spot color swatch called "White", case sensitive.
- Graphics that are meant to have metallic enhancements or will include a clear background should be called-out on a separate artwork layer.
- A die line must be in the submitted file. The die line should be colored as a spot color and specifically named "Dieline" (one word, case sensitive).
- Any color match samples must be provided with the initial order.



### Text Standards:

- **Minimum positive text size based on Helvetica Medium - 4 Point**
- **Minimum reversed text size based on Helvetica Medium - 5 Point**
- **Minimum weight for a positive solid line - .375 Point**
- **Minimum weight for a reverse solid line - .5 Point**
- **Minimum registration tolerance for die cut - 1/16" (.0625")**
- **Minimum trap tolerance - 1/2 Point (We'll trap the files in-house)**

### 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 will be flagged 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.