



## ARTWORK GUIDELINES

All artwork should be supplied electronically through email or on a CD.

All artwork should be CMYK, spot color or Grayscale and to include: **the file, placed images, and all fonts should be created to outlines.** (Please note that all artwork is subject to our review, and if not print-ready, there will be additional charges.) **Prints should indicate all cutouts, windows, clear areas, have all dimensions, text, graphics, and colors/texture.**

Note: It is highly recommended to supply a hard copy or pdf file of your artwork and compress all files to ensure proper file transfer. If you do not create all fonts to outlines, you must supply all fonts. Website graphics are not accepted due to low resolutions and low quality. All placed images and linked images should be at least 300 dpi, and it is recommended to supply any photoshop files in their native layered format.

### Spot Colors:

Please use the Pantone color system and indicate colors in your file and on your print. For Hot Stamp foils, please contact us for more information.

### 4-Color Process:

A matchprint or sample must be supplied for all 4C jobs. If you're converting PMS colors to 4-color, the color will not match in most cases.

### Halftones and Tints:

Halftones should be limited to the range of 15% to 80%. Halftones out of this range will not reproduce well. Screen frequencies on halftones should be between 85 lpi and 100 lpi. Halftone gradients should be avoided to minimize banding in the image.

Digital halftones are easier to reproduce and appear smooth.

### Borders / Bleeds / Type / Cutouts / Radii:

Any border on a label must be a minimum of .050", with a bleed of .070"

Minimum type is 5pt (Bold type face), including all trademarks.

All type (including trademarks) and artwork must be a minimum of .030" from all cutouts and edges, unless art intentionally bleeds off the label or into a cutout.

### Acceptable File Formats:

MAC or PC

Illustrator CS4 / Photoshop CS4 / InDesign CS4 / QuarkXpress 6.1 / AutoCad 2010

### Vector artwork is preferred, since it is usually editable:

- .ai - Adobe Illustrator
- .eps - encapsulated post script
- .pdf - portable document file

### Raster artwork is usually uneditable, requires tracing and/or recreation of the file:

- |      |                          |      |                                    |
|------|--------------------------|------|------------------------------------|
| .bmp | - bitmap                 | .jpg | - Joint Photographic Experts Group |
| .tif | - tag image file         | .dwg | - autocad drawing                  |
| .gif | - rasterized web graphic | .dxf | - autocad interchange file         |
| .pct | - picture                |      |                                    |

### ACCEPTABLE FILE COMPRESSION PROGRAMS: Stuffit / ZipIt