

Artwork Guide

In order to provide you with the best possible quality and experience, please contact your account manager or customer service representative before designing your project. They will be able to provide a list of available die shapes and sizes which are stocked in-house. Custom dies are also available. When seeking custom dies, tooling charges may apply.

Labeltronix (an AWT Company) uses an **Adobe Illustrator** workflow. Illustrator files are our preferred file format. We also accept InDesign files. **If you are using other software for your project, please consult your customer service / sales representative to verify compatibility. If sending files in a format not listed above, art charges may apply.**

If you must use an alternative vector based software application you **MUST** export a .pdf file. The file must include the 0.125" (1/16" on all sides) artwork bleed past the die line.

DO NOT USE PHOTOSHOP OR OTHER PIXEL BASED PROGRAMS FOR COPY AND TYPESETTING.

Please set all type in Illustrator or InDesign.

ARTWORK SETUP

COLOR SPACE: All artwork submitted must be in the "CMYK" color mode. RGB flat files require our prepress technicians to convert to CMYK in-house. This can result in artwork color shifts that must be approved by the client before sending to production.

Always send linked files with your label file.

***Send all linked files and fonts for InDesign files.** Where Postscript fonts have been used include both printer and screen fonts.

Please remember to convert ALL text to outlines (make sure that you have carefully proofread your artwork before submitting it). Please contact your customer service / sales representative if you anticipate text changes.

All files must have 0.125"- 1/16" bleed on each side (artwork or color extending past the die line that you want to bleed off of the label). **PNG and GIF files** cannot be used due to their low quality resolution. (This includes low res or web .jpg files) **JPG files** must be CMYK format at a min. 300dpi resolution, without text, and used for backgrounds only.

ORIGINAL ART / SCANS / TEXT:

Please include placed graphics and photographs with your art. Scan resolution should be a minimum of 300 dpi at 100% scale. When supplying paragraphs of text converted to curves or rasterized into a bitmap format (1200dpi), please include original text (.txt) files as well as the font files (Mac).

TYPE REQUIREMENTS:

A minimum point size of 4.5 is suggested. Avoid fine reversed out type. Process builds on type less than 12 pt. should be avoided.

TYPE "SAFE AREA":

All files should maintain a 1/16" safe area / quiet zone in from die line.

COLOR SPECIFICATIONS:

Specify required PANTONE COATED SWATCH® numbers on spot color artwork (Please note all digital jobs print CMYK).

TRAP:

It is not necessary to add traps to your artwork. Minimum trap and hold back requirements are 0.5 pt..

RULES / LINES:

Minimum setting 0.35 pt. When printing negative (reverse) lines / rules 0.5 pt. is the minimum recommended.

UPC'S / BARCODES:

Bar width reduction should be at 0.002" when created at 80%, and 0.003" when created at 100%. We do not guarantee scanability of barcodes smaller than 80% scale.

Box Width minimum 1.275". If in doubt, please contact your sales or customer service / sales representative for clarity.

COLOR MATCHING:

Four color process color matches cannot be made to laser or ink jet print outs. Labeltronix requires three (3) samples of a previous run in order to properly color match. You must provide a sample to match prior to proofing if you are requesting a color match. Flexographic jobs requesting a match print may require draw downs or chromalin proofs for color match not utilizing standard PANTONE® colors.

QUESTIONS / INFO:

We are here to help. Please contact your customer service representative for questions.

SUBMITTING ARTWORK:

You may upload your artwork via the art upload tool on our website. To complete your job cost effectively, quickly and with the highest quality please adhere to these digital and flexographic specifications. Labeltronix will finish incomplete artwork for an additional cost at current market rates.

Labeltronix

An  Company
LABELS & PACKAGING

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