

# Press Ready Art Specifications

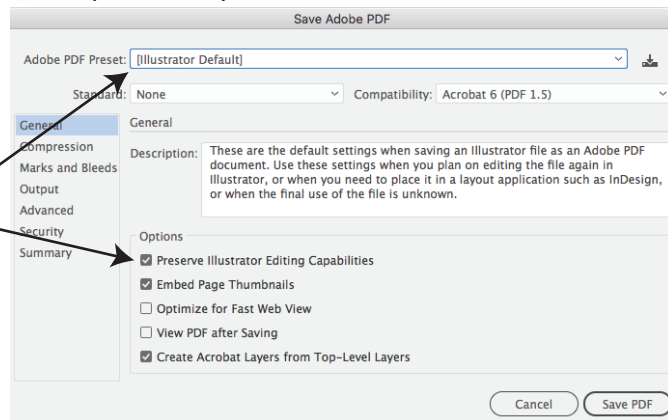
- Adobe Illustrator CC (.ai) /.eps or lower (PREFERRED FILE TYPE FOR USE WITH DIGITAL PRESS WORKFLOW)
  - All versions must be submitted individually and named to match description on PO or emailed run-list.
- Adobe Photoshop CC
- Adobe Acrobat High Quality Print  
(see below for details)

## Adobe Illustrator or .pdf:

- CMYK Color Mode (cyan, magenta, yellow, black) NO RGB, cannot guarantee colors if sent in RGB format
- Include or embed all linked images (it is best to embed to avoid link issues)
- Outline all fonts or send fonts that are used
- Convert spot Pantones/PMS colors to CMYK process and remove any unused colors
- Unlock all layers and objects / Remove hidden or unused art
- Artboard should be to exact size of art including the bleed
- Do not overprint any art or text other than your white plate
  - Any white text that is overprinted will not show up on final printed label

## Adobe Acrobat:

- Apply all of the above Adobe Illustrator specs
- Pdf Presets: Illustrator default  
with Preserve Illustrator Editing Capabilities

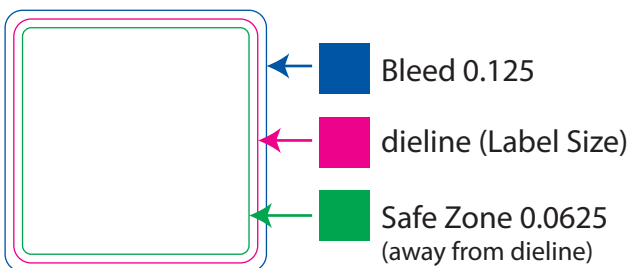


## Adobe Photoshop:

- CMYK Color Mode (cyan, magenta, yellow, black) NO RGB, cannot guarantee colors if sent in RGB format
- All black & white artworks and/or images must be provided in gray scale color mode.
- KEEP file as LAYERED (do not flatten)
- Resolution MUST BE at least 300 dpi (no smaller) or there will be a SUBSTANTIAL DROP in the IMAGE QUALITY.

## BLEED:

- Please build your print-ready digital files by adding 0.125 in (1/8 in) bleed to each dimension (or 0.0625 in bleed on all four sides). For example, a 6 in x 9 in label with the full bleed should be 6.125 in x 9.125 in (final Artboard size).
- Keep art 0.0625 (1/16) inches away from die line so art will not be cut off during the die cutting process.
- Die line should be viewable on each file and set as a spot color named "**dieline**"



## BARCODES/UPC/SKU/QR:

- If barcode is an image it must be High Quality, and at least 300 dpi resolution
- Vector ai/eps file
- 100% Black (not CMYK Black) for best print quality
- If barcode is printed reverse we cannot guarantee that it will scan.

# Press Ready Art Specifications

## TEXT SIZE:

- Minimum legible/printable font size is 4pt positive / 6pt reversed -
- All small Black text must be 100% K (not CMYK Black)
  - 100% Black will ensure best print results
- Med & Bold fonts are best to use for small reversed text

## RULE LINES:

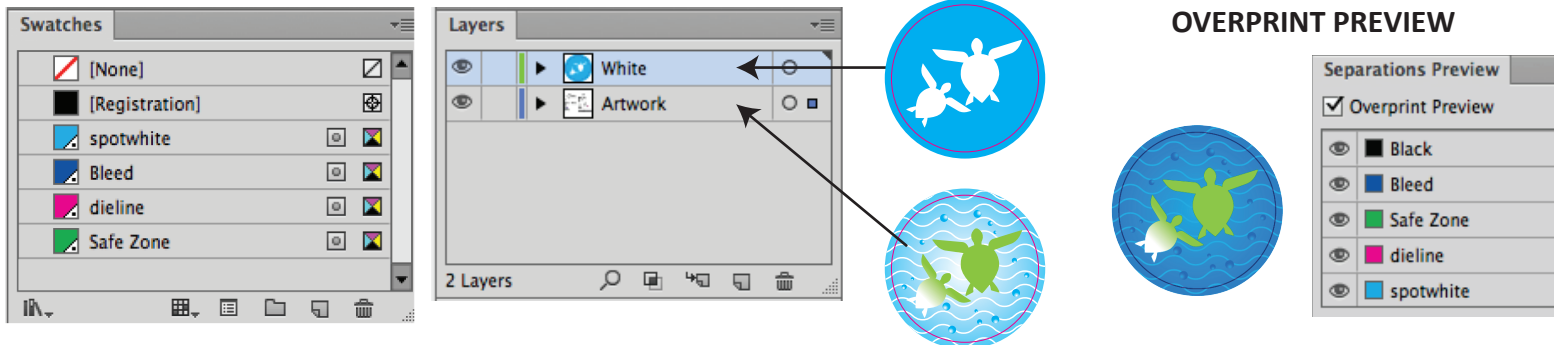
- Minimum stroke is .25pt positive / .375pt reversed

## PANTONE COLOR MATCHING and LABELS PREVIOUSLY RAN:

- Digital printing does not use Pantone/PMS colors instead C,M,Y,K, Orange and/or Violet are needed to achieve closer pantone matching results. Contact your customer representative for and pricing details.
- ALWAYS provide physical samples of any label that need to be matched. Matching is not 100% guaranteed.
- Sending a digital Acrobat PDF to match is not acceptable for color matching
- NO RGB, Cannot guarantee colors if sent in RGB format and will automatically converted to CMYK color mode.
- To see the exact color that CMYK digital can hit please refer to the *Pantone Plus Color Bridge Guide | Coated Book*

## WHITE PLATES:

- Please provide Adobe Illustrator files when sending white plates.
- Create the white plate on a separate layer directly on top of the “Artwork” layer and name it “White.”
- Create a swatch for white and name it “*spotwhite*”
- All of these layers and swatches are important in order for our pre-press department to interpret your intentions.
- If needed, contact your customer representative for more details instructions.



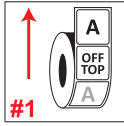
## VARIABLE DATA LABELS:

- Provide an Excel or .CSV file with numbers, letters, Quantities or list of image files to be used, contact your customer representative for more details.
- Image file names must match with the list contained in your Excel or .CSV

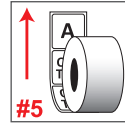
# Press Ready Art Specifications

## WIND OR UNWIND DIRECTION:

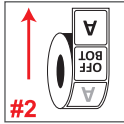
- #1 through #4 are the most common numbering system for label orientation from printers.



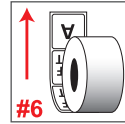
Off Top - Wound Out



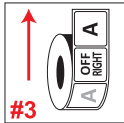
Off Top - Wound In



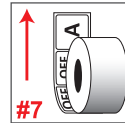
Off Bottom - Wound Out



Off Bottom - Wound In



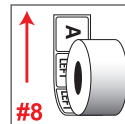
Off Right - Wound Out



Off Right - Wound In

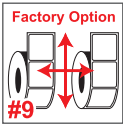


Off Left - Wound Out



Off Left - Wound In

- Factory Option is used when labels will hand applied and not Machine applied.



Factory Option