

# Press Ready Art Specifications

- Adobe Illustrator CC (.ai) /.eps or lower (PREFERRED FILE TYPE FOR USE WITH DLS WORKFLOW)
  - All versions must be submitted individually or in adobe Illustrator with Artboards
- Adobe Photoshop CC
- Adobe Acrobat High Quality Print  
(see below for details)

## Adobe Illustrator, .eps or .pdf:

- CMYK (cyan, magenta, yellow, black) (NO 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
- 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 (cyan, magenta, yellow, black) format (NO RGB)

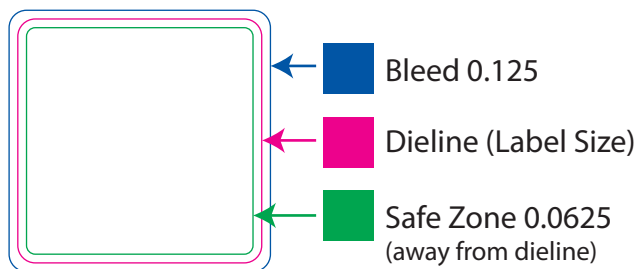
All black & white artworks and/or images must be provided in gray scale color mode.

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.
- Keep art 0.0625 (1/16) in away from die line so art will not be cut off by die cut.
- Die lines should be viewable on each file and set as a spot color named "dieline"



## BARCODES:

- 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)
- 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:

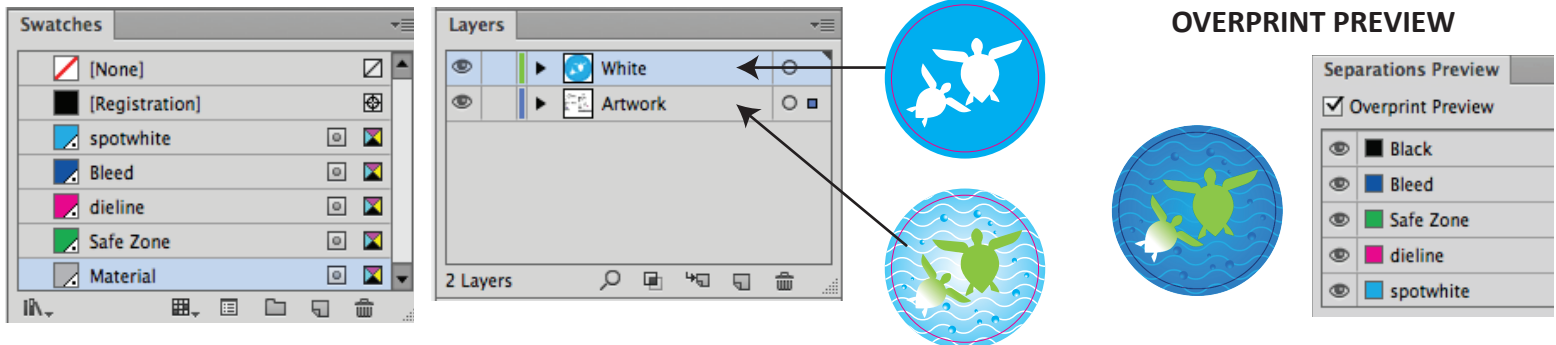
- Minimum stroke is .25pt positive / .0.375pt reversed

## 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
- Cannot guarantee colors if sent in RGB format

## WHITE PLATES:

- Please provide Adobe Illustrator files when sending white plates
- Create the white plate on a separate layer and name it "White."
- Create a swatch for white and name it "spotwhite"
- Create a swatch that represents substrate and name it "Material."
- All of these layers and swatches are important in order for our prepress 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 files names must match with the list contained in your Excel or .CSV

## WIND OR UNWIND DIRECTION:

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

