

To help assure the proper reproduction of customer supplied art files, we have compiled a list of Digital Artwork Guidelines that will make preparing your files for print simple.

Supported Applications

- Adobe Illustrator CS4
- Adobe InDesign CS4
- Adobe Photoshop CS4
- Macromedia FreeHand fh10
- QuarkXPress 11

Graphic Files

Our preferred format is an Adobe Illustrator EPS file with all fonts converted to outlines, and all images embedded. Since our Digital Print is CMYK, all spot colors defined should be converted to process. If your artwork has solid black, please build the black as c-12%, m-6%, y-6% and k-100%. If your label contains bleed, please include an extra 1/16" (.0625") around each edge of the label. Minimum point size for positive and reverse text is 4pt. Minimum line wt. for positive and reverse rules is 0.5pt. Note - if you're creating multiple designs, please send each version individually as its own EPS file. Please include a PDF of each design for accuracy.

Images

Image mode and resolution are extremely important to ensure correct color and clarity. All raster (image-based) files need to have a resolution of 400dpi at actual size. The mode should be CMYK - all RGB images will be converted, which can cause extreme shifts in color. Rich black should be built as, c-12%, m-6%, y-6% and k-100%. Please include all placed images as a separate file (we may need to adjust for the best possible reproduction of your art).

Media

The easiest way to send us files is via email to your sales representative. If you're sending many files and/or email proves to be unreliable, you can also upload files to our secure FTP site – please contact your sales representative for details. If none of these options are workable for you, please burn a CD-ROM and send it to us.