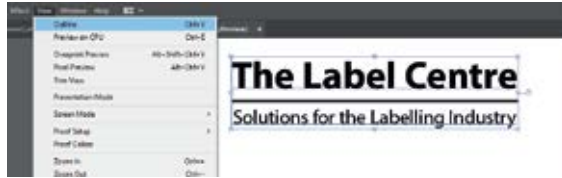




Please try and submit your artwork in 'print ready' format as any alterations missed once proofing has been signed off may lead to additional charges and delays in processing your order.

To ensure that proofing is completed as smoothly as possible, we suggest sending artwork across in a high resolution **Adobe Illustrator file** (AI or EPS) with all fonts converted to outlines. To do this follow the instruction on the image below. Minimum resolution required is 300dpi.



300dpi



72dpi



Alternatively you can send artwork across in **PDF format**. PDF formats are generally vector files depending on how it was originally created. If it was created as a vector image, rather than a raster image, there will not be any issues. Usability can be checked before proceeding with your order.

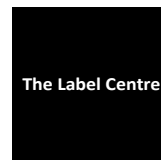
Vector artwork will always produce the highest quality print. Vector drawings are complete shapes created in vector software such as Adobe Illustrator and Photoshop by mathematical formulas as apposed to coloured pixels and can be scalable to any size. The disadvantage is they are not capable at capturing anything that is not purely geometric, like a picture taken by a digital camera.

Raster artwork involves a number of coloured pixels to form a complete image. This is the kind of image produced by a digital camera. Common raster files are JPEGs and PNGs. These cannot be dramatically resized without compromising their resolution. When scaled up the pixels become grainy and the image distorts which doesn't make them ideal file types for print unless supplied at the precise dimensions it was created. Please embed these type of images into your file. Our in-house designer can assist.

Font

White Text on Dark Background- 7pt Bold
Dark Text on White Background- 5pt

This allows legibility on print.
There should be a minimum of 1.5mm margin from text to the label edge.
* Samples are recommended for smaller sizes before ordering.



Bleed Requirements

Minimum of 2mm
eg: If your label is 40mm x 20mm and your artwork bleeds off the edge, your artwork should be set-up to 42mm x 22mm.
Ensure all cutlines are spot colour named CUT_LINES.

Colour

Colours will be printed as close to the colours on the artwork proof as possible. For most accurate colour match ensure your design was created in CMYK colour mode rather than RGB. You can provide a CMYK or pantone reference if desired.

To Summize

- File Types – AI, EPS, PDF (vector) > JPEG, PNG, GIF, TIFF (raster)
- Resolution – 300dpi – 600dpi
- Legible Fonts Converted to Outlines
- Precise Artwork Set-up Size
- 2mm Bleed
- CMYK Colour Mode

If you have questions, please do not hesitate to contact
emma.cooke@labelcentre.co.uk