

# PASSION

LABELS AND PACKAGING INC.

High Quality Labels and Packaging, Amazing Service, Peace of Mind

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## Label Printing Industry - Artwork Guidelines Checklist

Let us help you with the industry's requirements for professional label printing!

### General Setup, Compatibility & Layout

- Artwork is created as either Adobe CS6 or earlier **Illustrator (preferred)**, **Photoshop (see below)**, or a **Press Quality Res PDF format**. **InDesign** is accepted, but requires system time to convert so that it can be processed by the label pre-press computer system, prior to label printing, as it is a page layout program.

**REMEMBER:** We do not recommend that you layout your label in PHOTOSHOP or any other pixel based program. Create your artwork in Illustrator, then use Photoshop for the background image. This is why...

**ILLUSTRATOR TEXT**  
**PHOTOSHOP TEXT**

- Artwork created as CMYK (No RGB)
- Only one label per file
- Artwork created the exact dimensions that the labels will be printed at.
- Dieline on a separate layer and in a color that is not used in the label artwork.

**\*\*ASK US FOR A DIELINE, IF YOU NEED ONE!!!\*\***

- Copy, logos and graphic elements that do not bleed are 1/16" away from edge of label. (aka Clear Space)
- Minimum of 1/16" bleed used on any graphics that extend past the edge of the label.



### Lines / Rules

- Minimum line thickness is .35pt if positive print
- Minimum line thickness is .5pt if negative / reversing

### Fonts / Text

- Minimum Positive Copy type size: 4pt  
Minimum Reversed Copy type size: 6pt
- All screen and printer fonts are included with the artwork. (if file is not outlined / converted to curves)
- Convert all Black text under 12PT to 100% Black to ensure it prints cleanly.
- It is suggested that all text has been "outlined" (Converted to curves).

### Colors

- All colors are properly identified in the color palette.
- Spot colors have specific Pantone Color names.
- Special match colors are identified as such.
- Make sure Blues do not come out as "Blurple"?
- When using a blue in your design, always make sure to leave at least a 30% difference in your Cyan and Magenta values.

**ON SCREEN (100%C 100%M 0%Y 0%K)**



**AFTER PRINTING**



Blue is close to purple in the CMYK spectrum. Remember, use a low amount of magenta whenever using high amounts of cyan to avoid purple

### Images

- All images are scaled in the source application & placed at 100% in layout.
- Rasterized images are at least 300dpi or higher. Bitmapped images are at least 1,200dpi or higher.

### Bar Codes

- Within suggested size of 80% - 120%.
- Created from a single spot color, in a Vector format, preferably Black.
- "Quiet Zones" of 1/8" (no print area to the left & right of the bar code)

### Saving Files

- Unnecessary files are deleted.
- Hidden elements (i.e. templates, Old Artwork, etc.) are removed from the files.
- All linked, placed, or embedded artwork is provided as a separate file, in its native format, and placed in a folder named "Links".

- **ALL label text and art has been thoroughly proof read prior to sending in.**

To ensure your job is completed cost effectively, quickly and at the highest level of quality, please follow these printing industry guidelines.

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