

PASSION

LABELS AND PACKAGING, INC.

Preferred File Format

Artwork should be provided as an Adobe Illustrator file .ai. One label per file. Artwork, dieline and white ink on separate layers. Extraneous artwork deleted from the file such as old versions of the design, extra logos or pictures on the artboard. Use inches as the unit of measurement.

Type Outlines

All type should be converted to outlines. This changes letters to vector shapes so font files are not needed to print your label. This solves the problem of missing fonts or font substitutions. Creating type outlines in the file you send us allows us to quickly print exactly what you intended in your design.

Small Type

Type should be legible and large enough to print. 4 pt. type is the minimum size. 6 pt. type is the smallest size for reverse type.

Fine Lines

Lines should not be smaller than .25 pt. If a reverse line is used then it should be at least .5 pt. in thickness.

CMYK Color

The color mode of all documents should be CMYK not RGB. CMYK is for 4-color process printing. RGB is for viewing web images on the screen. Also there should be no RGB color, pictures, logos or type in the file.

Spot Colors

PMS colors will provide a target to match with CMYK printing. Not all color can be matched with CMYK printing for example metallic inks, neon colors, some very vibrant colors not within the gamut of CMYK printing.

Rich Black

The values should be 60%C 40%M 40%Y 100%K. Use rich black for large areas in your design such as backgrounds, large logos and headline-size type. Rich black will give a deep black color when printed. Small type and rules should be only 100% black.

True Blues

There should be at least a 30% difference in cyan and magenta to prevent a purple hue when printing a blue color.

Finish Size & Bleed

The file size is the finished size of the label. If the artwork extends to the edge, then a bleed of .0625" is needed on each side. Conversely all text or critical images should be inside .0625" from edge of the finished size.

File Links

All images should be embedded in the file. This prevents missing links of logos, pictures, cloud documents in your art.

High Resolution Images

Photoshop images should be 300 ppi. Bitmapped images should be 1200 ppi. All raster images should be high resolution for a clear, sharp design. A low resolution image will look soft or blurry when printed. Images larger than 300 ppi do not add to the quality of the printing. Vector images have no resolution in the file and can be printed at any size with the same result.

Barcodes

Barcodes should be vector so they are made up of clean, distinct lines for scanning. Raster images have a dot pattern which can hinder the scanning of barcodes. Also they should have a .125" white area to the left and right of the barcode. UPC-A barcodes should be close to 1" in width to the full size of 1.469". Smaller sizes may not scan. They should print 100% black only.

White Ink

Artwork prepared for printing white ink on chrome or clear label film is created using Illustrator. It is done by creating a separate layer in your file labeled white. A custom swatch labeled white with a single color of 100% cyan is used. The blue color indicates where white is printed. The areas that do not have any blue color will be chrome or clear. The vector images should be exact by copying the artwork to the new layer and using the copy to make the necessary color changes so only blue remains or no color. A clipping path or vector outline of a placed raster image will have to be created if white is used behind only part of it. For example only a logo may be desired to be printed in white ink and not the whole rectangular-shaped file that was placed in Illustrator. Then a vector outline of the perimeter of the logo or a clipping path will need to be created to indicate where the white ink will be printed so a white box does not appear on the label.