

Shrink Labels Artwork Checklist

Prior to artwork creation

- If measurements need to be taken by Passion Labels, to ensure proper fitment, a bottle must be sent in.
- A template has been prepared by Passion Labels' graphics team.

General Setup & Layout

- Artwork is created as either Adobe: Illustrator, Photoshop or a High Res pdf format. INDD not accepted.
- Only one label per file
- Artwork created as CMYK (No RGB)
- Artwork is placed inside of the designated "Artwork Area" of the supplied template.
- Template is kept on a separate layer and in a color that is not used in the label artwork.
- Text is kept 2mm from the left and right side of the art area, to allow for 1mm seam overlap.

Fonts / Text

- Minimum Positive Copy type size: 4pt / Minimum Reversed Copy type size: 6pt (Flexo print only)
- All screen and printer fonts are included with the artwork. (if file is not outlined)
- Black text has been converted 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. (Digital shrinks print as CMYK only)
 - Spot colors have specific Pantone Color names. (Flexographic printing only)
 - Special match colors are identified as such. (Flexographic printing only)

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)
- Bar codes **MUST** be rotated 90° so that they remain scannable after shrinking.

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 have been thoroughly proof read prior to sending in.**