

ARTEX

Artwork Guidelines

It is best to provide this information to your service provider or designer prior to designing your label.

Acceptable File Formats:

- Illustrator (our preferred format)
- InDesign
- Acrobat (editable, high resolution)
- Photoshop (layered)

Layout:

- Please show a clearly identifiable die line or crop marks.
- Artwork should provide a minimum 1/16" (.0625") bleed.
- Minimum art safe zone margin: All text, images, logos, etc. must be kept at least 1/16" (.0625") inside the edge of the label die line, also known as a safe zone. Anything left close to edge may be cut off during die cutting.

Links, Fonts:

- In addition to your file all linked and embedded artwork must also be supplied as a separate files. This is required for prepress purposes.
- Include all fonts used in your document or convert the fonts to outlines to avoid missing fonts.
- Minimum font size is 4 pt. for flexographic printing and 6pt. if possible for digital printing.
- Try to avoid reversing text out of more than one color. If it is reversed out of 4 color process, we recommend outlining the type with a hairline stroke of the darkest color behind it to help with registration.

Artwork:

- Photo resolution must be at least 300 dpi
- Line weight thickness should be no smaller than 0.4 pt.
- Finely detailed graphics and line art (black & white bitmap) should be 600 dpi to ensure quality printing.
- If using Photoshop please provide the original, layered (unflattened) PSD file as well as all fonts used in the file. This gives us the ability to apply color corrections, separate vector art, or revise separations if necessary for improved print quality.
- Important! Please do not use Photoshop to generate small text elements. Instead, link the Photoshop file to a program better suited for text layout (i.e.: Illustrator, Indesign, Quark).
- Vignettes (blends) should not drop off to white. Use a minimum 2% highlight dot.

Color:

- Convert all RGB colors to CMYK.
- All black text and graphics should be black only (not packed CMYK).
- Specifying the PANTONE or process colors in your document is helpful in ensuring you get exactly what you want.
- Digital printing utilizes process colors (CMYK) including white. Some Pantone® colors convert to process better than others. Also, metallic inks are not yet available for digital printing, but may be achieved using foil substrates and alternative ink combinations.

Artwork Submission:

- Emailed art should be sent to your account representative so they may document receipt and direct the art to the Art Department for preflight.
- It is helpful to stuff or zip files first as to compress the size of the email and prevent any corruption that occurs when transferring artwork electronically.

Uploading to our FTP Site:

- Please contact your account representative for FTP upload information.

Additional Information:

- When sending us your artwork: the more information, the better!
- When possible, please supply a pdf file in addition to your other files. This is to assure that text does not reflow and that the artwork supplied is complete.
- If these guidelines are unclear to you, please provide us with the contact information for your graphic artist or agency.
- Please follow these guidelines to avoid additional charges.