
Electronic Art Specifications

Supported Electronic File Formats

- Adobe Acrobat PDF (.pdf not compressed)
- Adobe Photoshop (300 dpi or higher at final size) (.psd, .jpeg or .tiff)
- Adobe Illustrator (.ai, .eps or .pdf)

- Vector files are preferred where possible.

- If sending an Illustrator or Photoshop file, a jpg for viewing would be appreciated. (This jpg can be lower than 300 dpi).

Fonts

We use the Adobe Font Library. If your font is not an Adobe font please either convert to paths or include the font with your document. Once fonts are converted to paths they can not be edited (please don't convert fonts to paths in your only copy).

- In Illustrator CS6, CC and later files can be "packaged" to include everything we will need. (Choose File>Package).

Minimum Type Size - 2 pt (positive) / 6 pt (reverse, sans serif bold)

Bleeds

If there are images or color blocks that "bleed" (extend to the edge of the label), then we require an extra 1/16" image past the label edge to ensure the image or color meets the label edge. All other text and graphics should be contained within a 1/16" print margin inside the label edge.

- Most graphics found on the internet are not usable for printing – they are saved at a lower resolution.

- If art is going to be e-mailed please attach the file to the e-mail. If the art is embedded in an email it is no longer usable.

- If you have any questions please ask your salesrep.

Color matching

If a color match is required please provide PMS color or a previously printed sample.