

# Artwork Guidelines & Checklist

## ARTWORK GUIDELINES

### Preferred Format

- Adobe Illustrator CC 2018 (Version 22)**  
- Version 22 or below - saved as AI or EPS

### Accepted Formats

- Adobe Photoshop CC 2018 (Version 22)**  
- Ver. 22 or below - saved with layers, TIFF, EPS, or PSD - 300dpi @100%
- PDF** - created using setting named "High Quality Print"

### Unaccepted Formats

- InDesign CC**
- Microsoft Publisher**
- Microsoft Word**
- Microsoft PowerPoint**
- CorelDRAW**
- Any software not listed above in the Accepted Formats section**

### Bleed / Inset

A minimum 1/16" (0.0625") bleed is required when the art is to extend to the edge of the label.

All critical art, text, and borders must be inset a minimum of 1/16" (0.0625") from the edge of the label.

### Fonts

All text in final artwork should be submitted with fonts outlined (converted to curves or paths). Due to font licensing, we cannot accept font files.

### Scans / Placed Artwork

Minimum resolution of 300 dpi at actual printed size.

All images should be in CMYK format. Please embed links or supply them with your submitted artwork.

Keep design in original program.

### Color Matching

A PMS color number must be specified for us to match. If you have created a custom color, please send the CMYK color build. (Note: we use current editions of the Pantone® Color Book for color matching. Pantone colors will be printed in CMYK equivalent for 4-color process orders. PMS/process color charts printed on our press are available upon request for an additional fee).

## CHECKLIST

- Is the artwork in an acceptable format?
- Did you include all the images used to create your artwork? (linked, embedded, or scanned)
- Are all the images saved in CMYK format?
- Has all the text been outlined (converted to paths)?
- Has adequate bleed of 1/16" (0.0625") been provided? (if applicable)
- Is the artwork correctly sized for final product?
- Are text, critical artwork, and borders inset a minimum of 1/16" (0.0625") from the label edge?
- Are color matching targets included?
- Have you confirmed that registration black (100c, 100m, 100y, 100k) is not used in the art?

**NOTE: We cannot match RGB color builds or guarantee custom color builds to match the color you see on your monitor.**