



ARTWORK SPECIFICATION GUIDE

ARTWORK FILE FORMATS

Please submit artwork files to Info Label using one the following file formats:

- .ai - Adobe Illustrator CC (preferred)
- .pdf - Portable Document Format
- .eps - Encapsulated Postscript



.ai



.pdf



.eps

Any label file that was created in a program other than Adobe Illustrator needs to be saved as a .pdf or .eps file.

IMAGE SPECIFICATIONS

- Include all image links used in the label file.
- Image resolution needs to be a minimum of 300dpi.
- Please be sure raster image colors are saved using Bitmap, Grayscale, CMYK. Do not provide images in RGB.

TYPE & LINE STROKE SPECIFICATIONS

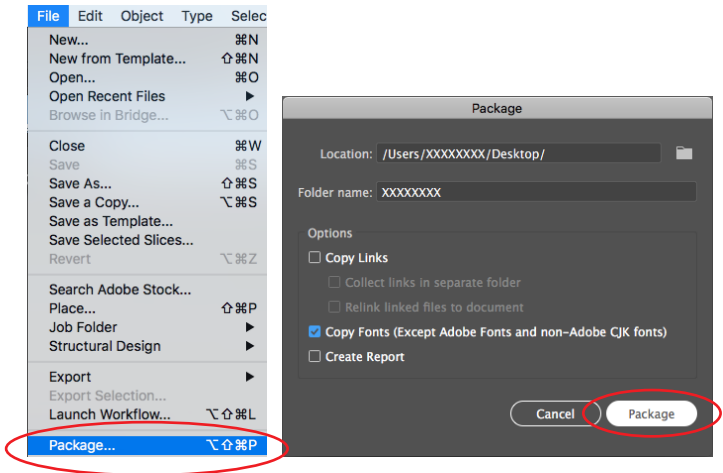
- Include all fonts used in the label file. Adobe Illustrator can gather the fonts used in your file by going to File>Package. Make sure the “copy fonts” box is checked and click the “Package” button. This will create a folder containing the fonts.
- Please include a copy of the label file with all fonts set to outline if possible.

FLEXO:

- Minimum positive type size: 3 pt
- Minimum negative type size: 3 pt
- Minimum positive stroke size: .2 pt
- Minimum negative stroke size: .3 pt

DIGITAL:

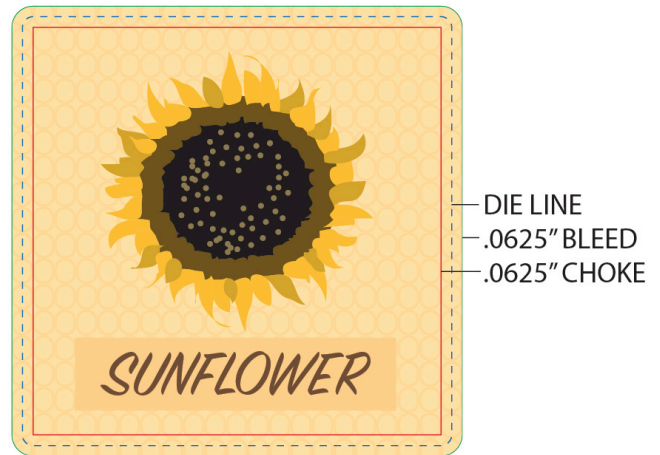
- Minimum positive type size: 3 pt
- Minimum negative type size: 3 pt
- Minimum positive stroke size: .3 pt
- Minimum negative stroke size: .3 pt



DIE LINE SPECIFICATIONS

All artwork should conform to a die line template which consists of a die line (cut line), bleed line (artwork area extending past the die line) and a choke line (text safe area inside the die line).

- The die line is where the label will be cut.
- The bleed area must extend .0625" past the die line on all sides.
- The choke area must fall .0625" inside the die line on all sides. This area is to keep the text far enough away from the die line to avoid being cut off.



BARCODE SPECIFICATIONS

- Size barcodes to at least the UCC minimum size of 80%. Any barcode smaller than this size may not scan, or have issues scanning.
- The barcode should be black, or a dark color that scanners will be able to detect. Light colors, metallics and white should not be used.
- Barcodes should be on a white background, or a very light color.
- Bar width reduction should be set to 2 mil.

UPC-A Barcode 80%
UCC minimum size:
Width = 1.1745"



UNWIND DIRECTION (COPY POSITION)

Unwind direction depicts what edge of the label will unwind off the roll first.

- Unwind direction 1, 2, 3 and 4 unwind on the outside of the roll. Unwind direction 5, 6, 7 and 8 unwind from the inside of the roll. Please see the diagram for a visual representation.

FILE TRANSFER

Files can be sent to Info Label using the following methods:

- E-mail (15MB maximum attachment size)
- Dropbox (free to use up to 2GB transfer)
- WeTransfer (free to use up to 2GB transfer)

When sending files, please compress the files in a .zip file when possible.

