

## ARTWORK SPECIFICATIONS

### SOFTWARE COMPATIBILITY:

THE PREFERRED FILE FORMAT IS ADOBE ILLUSTRATOR. **If you are using any other software for your labels please consult your csr/sales representative to verify compatibility.**

**PLEASE DO NOT SET TYPE OR LAY OUT YOUR LABEL IN INDESIGN or other Page Layout based programs** rather set type and compose file in Illustrator. When creating the labels in these programs exporting the files creates issues with slicing the artwork, gradients, drop shadows, images and colors.

**PLEASE DO NOT SET TYPE OR LAY OUT YOUR LABEL IN PHOTOSHOP or other Pixel based programs** rather set type and compose file in Illustrator. Use PSD for the background image. File should be in CMYK format and at least 300dpi at the label size plus .125" (1/16th bleed) past the dieline.

**If you must use an alternative vector based software application YOU MUST export** a CMYK- PRINT QUALITY .pdf file. The file must include the .125 (1/16) artwork bleed past the dieline. PDF file settings: Embed thumbnail, retain file colors & editability, no compression, downsample to 300dpi, no color conversion, and no passwords.

### ARTWORK SETUP:

**COLOR MODE: ALWAYS CMYK**, RGB flat files CAN NOT BE USED, **the Artist must convert to CMYK inhouse to get artwork color shift approved by client before sending in the artwork for printing.**

**Always send linked files with your label file.**

Where Postscript fonts have been used include both printer and screen fonts. We recommend Sanserif fonts for small type (4.5 to 7 pt.)

**Please remember to convert ALL text to /outlines** (make sure that you have carefully proofread your label art before sending it to us!).

**Always provide .0625" (1/16") bleed** (artwork/color extending past the dieline that you want to bleed off of the label.)

**PNG and GIF files** cannot be used to produce quality labels. (This includes low res or web .jpg files) JPG files must be CMYK format min 300dpi with no text- solely for background usage from the original hi-res file.

### IMAGE AREA:

SAFETY AREA - Maintain 1/16" margin in from dieline, unless it is an intentional bleed.

### ORIGINAL ART/SCANS/TEXT:

**Please include placed graphics and photographs with your art.**

Scan resolution should be a minimum of 300 dpi at final scale. When supplying paragraphs of text rasterized into a bitmap format (1200dpi), please include original text (.txt) files, as well as the font files.

### TYPE SPECS:

4.5pts. positive minimum. 6pts bold for reversed text. Avoid fine reverse type. Avoid process builds on type less than 12 pt. When supplying text please convert text to outlines/curves or send the actual font files from your computer.

**PRINT OUT THE LABEL DESIGN TO MAKE SURE TEXT IS LEGIBLE BEFORE SUBMITTING FOR PROOFING.**

### COLOR SPECIFICATIONS:

Specify required **PANTONE COATED SWATCH®** numbers on spot color artwork.

### TRAPPING:

It is not necessary to add traps to your artwork. Minimum trap and hold back requirements .5 pt.

### LINES/RULES:

Minimum setting .35 pt. When printing negative (reverse) lines/rules .5 pt is the minimum recommended.

### NUTRITION FACTS:

Please contact the Food and Drug Administration for necessary requirements needed for your particular application.

### BARCODES/UPC'S:

Bar width reduction should be at .002" when created at 80%, and .003" when created at 100%. We do not guarantee scanability of barcodes smaller than 80% scale. **Box Width minimum 1.275"**.

### COLOR MATCHING:

Process color matches cannot be made to your laser or inkjet print outs. You must provide a sample to match prior to proofing if you are requiring us to match a previously printed label.

### QUESTIONS/ADDITIONAL INFO?:

We would like to help. Please contact your customer service representative or visit the **"Support"** section of our website at: [www.consolidatedlabel.com](http://www.consolidatedlabel.com)

*To complete your job cost effectively, quickly and with the highest degree of quality please follow these flexographic computer specifications. We will finish incomplete flexo artwork for an additional cost at current market rates.*

### SUBMITTING ARTWORK:

You may upload your artwork via our art upload tool on <https://secure.consolidatedlabel.com/artupload/artupload.aspx> **New customers** can create an account.

**Existing customers** will need their Company ID to tie the artwork to the account.

# How to make a white plate for labels printing on Metallic or Clear stock.

1. Identify which elements are to be backed by white.

## WHEN MOST OF THE ELEMENTS ARE BACKED BY WHITE:

2. Setup your file in Illustrator

Make a new layer and call it White Plate.

Make a spot color swatch and call it Whitelink.

Make a Spot color swatch and call it Material.

3. On the White Plate Layer - Make a rectangle filled with "Whitelink".

From your original artwork Select and Copy the elements you want to knock out to the stock.

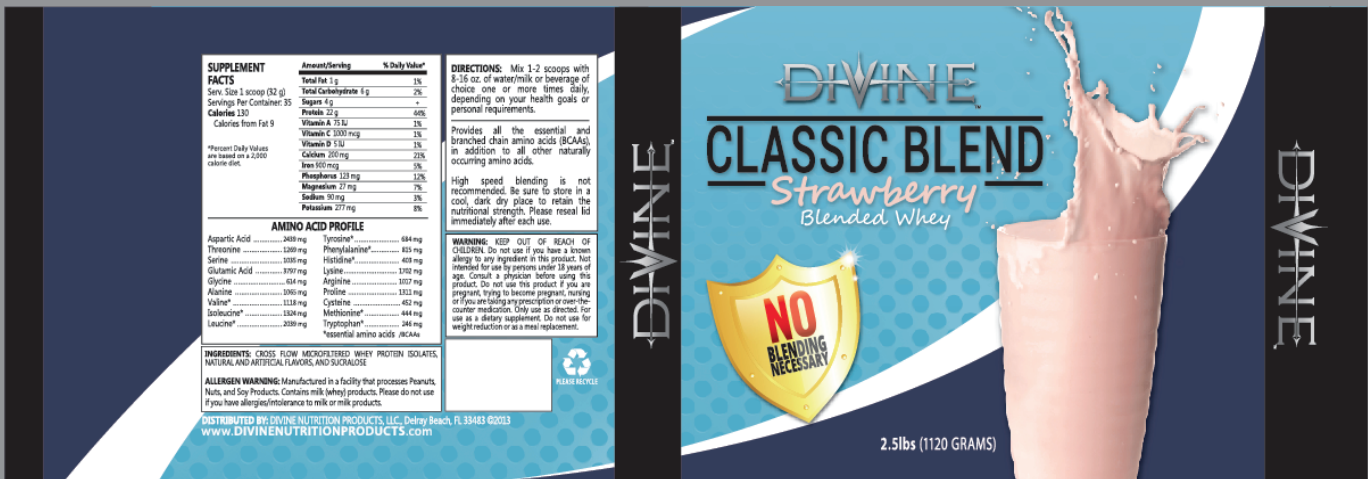
(copy, lock the original layer, select the White Plate layer and paste in front) Remove any Overprint Attributes

4. Take those elements you just pasted and fill them with the "Material" color at 100%.

5. Check your work by turning this layer on and off to make sure you have all of the elements you need.

\*NOTE - THE WHITE PLATE IS MADE ON A SEPARATE LAYER ON TOP OF YOUR ARTWORK. WHEN COMPLETED A COPY WAS MADE OF THE WHITE PLATE LAYER AND MOVED BELOW THE ART TO SHOW IT SEPARATELY FOR PROOFING TO CUSTOMER.

## MATERIAL - GRAY DOES NOT PRINT - REPRESENTS STOCK



## WHITE PLATE



1. Identify which elements are to be backed by white.

**WHEN A FEW OF THE ELEMENTS ARE BACKED BY WHITE:**

2. Setup your file in Illustrator

Make a new layer and call it White Plate.

Make a spot color swatch and call it WhiteInk.

Make a spot color swatch and call it Material.

3. On the White Plate Layer

From your original artwork Select and Copy the elements you want backed by white.

(copy, lock the original layer, select the White Plate layer and paste in front)

Remove any Overprint Attributes

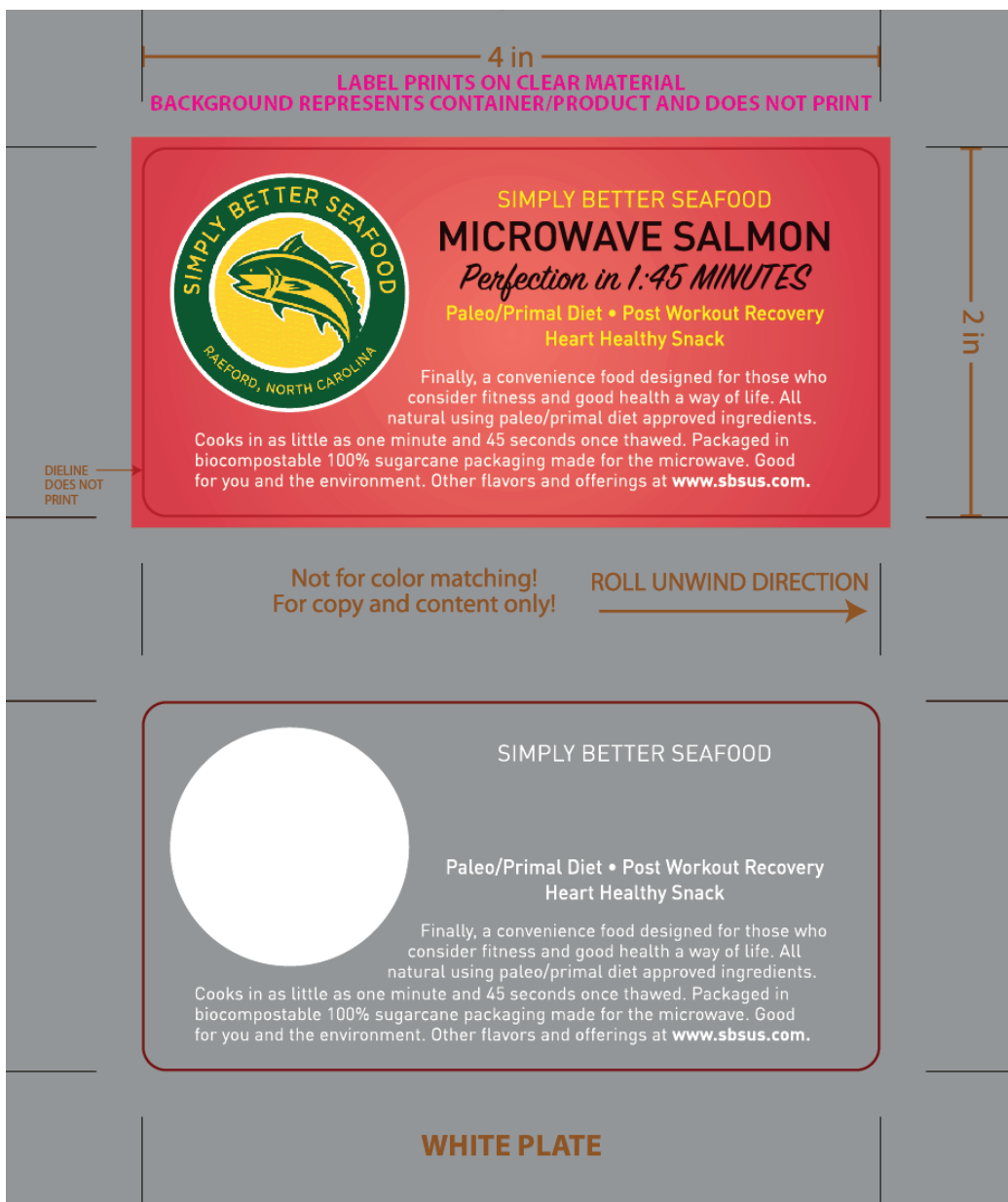
4. Take those elements you just pasted and

fill them with WhiteInk spot at 100%.

5. Check your work by turning this layer on and off to make sure you

have all of the elements you need.

\*NOTE - THE WHITE PLATE IS MADE ON A SEPARATE LAYER ON TOP OF YOUR ARTWORK. WHEN COMPLETED A COPY WAS MADE OF THE WHITE PLATE LAYER AND MOVED BELOW THE ART TO SHOW IT SEPARATELY FOR PROOFING TO CUSTOMER.



**What your windows should look like**

