Creative Labels Inc.

197 Marybill Drive - Suite C | Troy, OH 45373 | Ph. 1-800-562-5052 | Fx.1-800-880-4523
Find Us Online at www.Creative-Labels.com

Artwork Guidelines Checklist

General Setup, Compatibility & Layout

☐ Artwork is created as either Creative Cloud, Illustrator, or earlier versions Cs2 or later. High resolution PDF's are also acceptable.

Remember: We do not recommend that you layout your label in PHOTOSHOP or any other pixel based program. Create your artwork in Illustrator, then use Photoshop for the background image.

☐ Artwork created as CMYK (No RGB)

☐ Only one label per file

☐ Artwork created the exact dimensions that the labels will be printed at.

☐ Dieline on a separate layer and in a color that is not used in the label artwork.

Ask Us for a Dieline, If You Need One!!!

☐ Copy, logos and graphic elements that do not bleed are 1/16" away from edge of label. (aka Clear Space)

☐ Minimum of 1/16" bleed used on any graphics that extend past the edge of the label.

INCORRECT

Text Extends Beyond
Clear Space Area
NO BLEED

CORRECT

1/16" Bleed Area
Non-Bleeding Elements
are within 1/16" of Die Cut

Lines / Rules

☐ Minimum line thickness is .35pt if positive print

☐ Minimum line thickness is .5pt if negative / reversing

Fonts and Text

☐ Minimum Positive Copy type size: 4pt

☐ Minimum Reversed Copy type size: 6pt

☐ All screen and printer fonts are included with the artwork. (if file is not outlined / converted to curves)

☐ Convert all Black text under 12PT to 100% Black to ensure it prints cleanly.

☐ It is suggested that all text has been "outlined" (Converted to Curves).

Colors

☐ All colors are properly identified in the color palette.

☐ Spot colors have specific Pantone Color names.

☐ Special match colors are identified as such.

☐ Make sure Blues do not come out as "Blurple"?

☐ When using a blue in your design, always make sure to leave at least a 30% difference in your Cyan and Magenta values.

Images

☐ All images are scaled in the source application & placed at 100% in layout.

☐ Rasterized images are at least 300dpi or higher. Bitmapped images are at least 1,200dpi or higher.

Bar Codes

☐ Within suggested size of 80% - 120%.

☐ Created from a single spot color, in a Vector format, preferably Black.

☐ "Quiet Zones" of 1/8" (no print area to the left & right of the bar code)

Saving Files

☐ Unnecessary files are deleted.

☐ Hidden elements (i.e. templates, Old Artwork, etc.) are removed from the files.

☐ All linked, placed, or embedded artwork is provided as a separate file, in its native format, and placed in a folder named "Links".

☐ **ALL label text and art has been thoroughly proof read prior to sending in.**

To ensure your job is completed cost effectively, quickly and at the highest level of quality, please follow these printing industry guidelines.