CREATIVE LABELS ARTWORK GUIDELINES

This form is to help our customers with important questions that they might have when submitting their artwork for review. Hopefully, this will answer all your questions, but if not, **please call us with any questions at 866.552.2375**. Thank you for helping us to provide you with the best quality products available.

✱ **CRITICAL ITEM TO REMEMBER**
(this indicates a critical item that will be required before projects can be processed and/or completed)

How To Save Your Original Art Files

1. Save files as an Illustrator AI, EPS or PDF file.
2. Do not embed images.
3. Save files as most current version available.
✱ 4. **SUPPLY ALL FILES REQUIRED TO MATCH PROVIDED SAMPLE!** (ie: Fonts, EPS's, TIFF's, etc.). **PLEASE SUPPLY ONLY THE NECESSARY FILES!**
5. All files requiring **SPOT COLORS** must have specific Pantone numbers clearly identified.
✱ 6. 0.125" bleed required

How To Save Linked Art Files

1. Save all linked files as Photoshop CMYK PSD, EPS, or TIFF files.
2. Save all linked files @ 350 DPI or higher at final size. This must be done for optimal printing.
✱ 3. 0.125" bleed required.
4. Crop and size proportionally (done by holding the shift key while sizing images).
✱ 5. **ALL RGB FILES WILL BE CONVERTED TO CMYK FOR PRINTING PURPOSES.**

Illustrator, Adobe (Vector)
{Current version - Illustrator CS5 (15), Can be saved as AI or EPS}

Photoshop, Adobe (Raster)
{Current version - Photoshop CS5 (12)}

CorelDraw (Vector)
{Current version - Corel 12}

Acrobat, Adobe (Vector)
{Current version - Acrobat 9}

Quark Xpress (Mixed, frequently contains linked images that are typically raster based)
{Current version - Quark 6, Conversion of files will be required}

InDesign, Adobe
{Current version - InDesign CS5, Exports directly to EPS or PDF files - requires some conversion time}

Pagemaker, Adobe
{Current version - Pagemaker 7, Conversion of files will be required}

Programs **shown in RED** are our recommended programs for creating artwork. Some files may be converted to aid in printing. Use Adobe Illustrator when possible to avoid conversions and extra art charges. Indicate if files are Macintosh or Windows based.

Emailing or Transferring Files
(Checked Monday - Friday durring normal business hours)

1. Please compress all files to limit download times and storage space. This also helps prevent corruption.
✱ 2. E-mail to **artwork@creativelabels.com**
3. **ATTACH ALL REQUIRED FILES INCLUDING LINKED IMAGES & FONTS. (INDICATE WHETHER FILES ARE MACINTOSH OR WINDOWS BASED.)**
4. Give a short description of the files to be used, fonts and colors.
5. Supply all necessary contact info, in case questions arise.
6. Supply return e-mail address, if different from sender's address.
7. If files are larger than 10MB go to website and follow directions to send us a file. Website address www.creativelabels.com

Receiving and Reviewing Proofs:
(All supplied files are reviewed within 24 hours of receiving files.)

1. All proofs are submitted as Acrobat PDF files, unless otherwise specified by client.
2. Review PDF in Adobe Acrobat/Acrobat Reader.
3. IF APPROVED: Print-out proof sheet, sign and fax back to CLI.
4. IF CHANGES ARE REQUIRED: Indicate all changes on your proof sheet. Check the appropriate revision box on your proof sheet indicating the need for further proof or not, and email or fax back those changes to CLI. Our fax number is 408.842.7188.
✱ 5. **NO REVISIONS WILL BE COMPLETED WITHOUT AN APPROVED PROOF SHEET. TIME SENSITIVE OR RUSH PROJECTS CAN NOT BE PROCESSED WITHOUT AN APPROVED PROOF SHEET**

Artwork Considerations:

- **Type Sizes:**   Min. size = 3.5 point for positives.
                    Min. size = 4.5 point for reverses.
- **Line Weight:** Min. size = 0.25 point for positives.
                    Min. size = 0.50 point for reverses.
- **Bleeds:**   Min. size = 0.125" beyond edge of cut line
- **Traps:**   Min. size = 0.50 pt or unless specified.
  (**Note:** If trapping is required we recommend you allowing us to create it. Above are some guidelines we follow.)

Color Considerations:

- **Screens and solids do not always run well together.** (When run together, the solid color may appear 1 - 2 shades lighter in order to keep the screens clean).
  Example: 4 color process has a Screen Black and solid black type.
- Inconsistent screens or gradients below 1% may reproduce incorrectly and change the quality of your final output.
- Consider using a single spot color when possible and stay away from knock-outs in multiple colors (ie: Process). A 1 point outline of solid black or any other dark solid spot color used in the design will ensure quality reproduction.
- All files must be saved with either CMYK (4 color process) or Pantone colors (spot color) clearly specified in the sample provided with the artwork or in the digital art file itself.

Notes To Remember

- All files supplied must include color printouts or outlined pdfs for copy verification, with all pantone colors specified.
- If using other than standard Adobe postscript fonts, please provide proper font families along with your artwork.
- All "linked/placed" (PSD, EPS, TIFF) images must be separate files on the supplied disks. This allows us to perform "Dot Gain" cutback.
- All changes other than approved corrections will be billed at a rate of $60.00/hr. with a $15.00 minimum.
- All supplied media will be retained on file only as a working backup. If return is requested, Creative Labels, Inc. is not responsible for the condition of the document or retention of any data.
✱ - Creative Labels, Inc. is not responsible for damage to any media or files. **DO NOT SEND ORIGINAL FILES! SEND DUPLICATE OF FILES AND RETAIN A COPY FOR YOUR FILES!**
- CDs, or Diskettes will be returned only upon request by customer.
- Updated versions of art will be available only after the full invoice has been paid.

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