

## GENERAL GUIDE FOR PREPARING ELECTRONIC ART

Prepare artwork in one of the following Macintosh/PC applications:

These preferred applications will require the least amount of work; depending on how the file is built and the final output requirements.

Freehand MX (11) or earlier versions  
Adobe Illustrator CS3 or earlier versions  
Quark X-press 6 or earlier versions  
Photoshop CS (8) or earlier versions

These applications are usable but will require additional work to make them press-ready; depending on how the file is built and the final output requirements.

Corel Draw 10 or earlier versions  
These files must be saved as a Vector Art for Adobe Illustrator and convert all types to outline/paths.  
Adobe Pagemaker 7 or earlier versions  
Adobe PDF

To help prevent any delay in outputting your file, please provide us with the following:

1. Send a current color laser with each supplied file to be output. This will help eliminate guesswork and/or costly mistakes.
2. Supply all fonts (printer & screen) used in files. Acceptable fonts are Post Script Type 1 and TruType. We will attempt to match any font not included as closely as possible. If possible, avoid creating type out of multiple colors.
3. Prepare artwork in full composite color using custom line colors. Clearly define all colors being used. All colors must be either PMS (Pantone Matching Systems) or CMYK (process).
4. Registration tolerance is .007", .012", .014" depending on press, design and printer. Keep this in mind for small multi-color objects such as logos.
5. Make sure all positive type is 4 pt. and keylines are 1/2 pt. (.007") minimum. All reverse type is 6 pt. bold and keylines (.010") minimum. Avoid using types with serifs as they are very difficult to keep open.
6. Include .0625" bleeds beyond dieline.
7. All screens and tints must contain a minimum of 3% tone in the highlight areas and 97% in the shadows.

8. All reverse copy out of 2 or more colors should have a minimum 1/2 pt. keyline around it.
9. If possible, carry low end vignettes through copy (i.e. dropping vignettes at 3% dot will create a hard line unless a stochastic/hybrid do is used).
10. Limit background color (large coverage areas), especially lighter colors to PMS spot colors if possible.
11. Photoshop native files (.psd) with all layers intact are the preferred format. Other acceptable formats include TIFF (.tif) or EPS. (.gif and jpg files CANNOT be used.)
12. Images should be saved as CMYK. RGB images can result in color shifts when converted. Black and white images (halftones) should be saved as grayscale. Black and white images (vector) should be saved as bitmap.
13. All images MUST be at least 300 dpi or higher. Web graphics are generally 72 dpi and cannot be used.
14. Images should be linked or placed in the document. Do not use embedded images.
15. Files smaller than 2MB can be emailed or sent on a floppy disk. Larger files should be sent on a CD-ROM or 100MB Zip disks.

Before you send . . .

- Did you keep a copy?
- Does your file contain the artwork in it's original application?
- Are your fonts provided?
- Is it in an application Label Specialties supports (see applications list)?
- Are the links in the correct format (see above)?

If you're going to submit artwork via E-Mail-

Send to [art@labelsp.com](mailto:art@labelsp.com)

If you submit artwork via CD-Rom or Disk;

Is there a proof to go with the media? Be sure to include a final proof with your file so we can make sure everything matches.

Mail to:

Label Specialties, Inc.  
2501 Technology Drive  
ATTN: Art Department  
Louisville, Ky 40299-6422

Thanks. We look forward to working with you!