



ARTWORK REQUIREMENTS FOR DIGITAL LARGE FORMAT

ART REQUIREMENTS

Art resolution is a minimum of 200 ppi at 100% for all images and photos. Remember to include all images and fonts with your art file. We accept files in the following formats: pdf, ai, psd, eps, tiff, png, jpg, and indd. It is best to send your files in the native format created by the software and saved as a pdf.

Bleed

Whenever the art touches the edge of the label, a bleed is needed. Extend printed objects past the cut lines. This bleeds the color beyond the die line, allowing for the best quality when cutting.

Color

Digital printing uses 4-color process inks (cyan, magenta, yellow and black, plus opaque white) to create full color graphics. Digital printing can only create close matches to PMS and spot colors. No fluorescent or metallic inks are possible. To match a color, you will need to provide either a solid coated Pantone® color or a printed sample of a color for us to match. Please specify color matching when placing your order and call it out when signing off on your proofs. If color matching is not specified, your files will be printed as they were built. Color matching can delay the printing process depending on how art files are constructed.

Images

Vector images are made up of scalable objects, whereas raster images are made up of pixels. A vector image is generated by an algorithm that permits the image to scale up or down with no loss of image quality. This is the preferred format for text and line art (Adobe Illustrator®). A rasterized image is a pixel-based image in which the resolution is predetermined at the beginning of the build process. Photographic images are usually raster-based. Once the resolution is established for a raster image, adjustments to a higher resolution will degrade the image quality (Adobe Photoshop®). Raster images must be a minimum of 300 ppi at 100% for a quality print.

Fonts

Outline or send all fonts used in the file. There are often multiple versions of common font names, and they are not exactly alike. To prevent spacing and layout issues, we request that fonts be outlined or sent with the art file.

Barcodes

We will make every attempt to evaluate the scannability of your 2D and 3D barcode based on industry standards. If we determine that there may be an issue with the function of your code in production, we will notify you of issues along with possible solutions. You will need to submit corrected art before we move forward into production. In many cases, our art department can fix these problems (art charges may apply). Changes will require your approval before proceeding with production. If you choose to have no changes made, you will be required to acknowledge that you have been informed of possible issues before proceeding with production.