

# Label Print Technologies Graphics Department

## File Formats Accepted

Our graphics department is Apple/Mac based equipment. We will accept PC based files, but prefer Apple/Mac formatted files. If you do supply PC-formatted files, please make sure your sales representative knows this before shipping dates are confirmed.

•We accept Macintosh file formats of the following graphics programs:

- Freehand up to version MX
- Illustrator up to version CS5
- PhotoShop up to version CS5
- InDesign up to version CS5
- Symart (Barcode) up to version 7

•NOT ACCEPTED - Microsoft Publisher, Microsoft Word, Microsoft Excel or CAD files

## Label Design Specifications

•Images

PhotoShop images must be sent at full size with a minimum resolution of no less than 300 pixels/inch (no Scaling and/or Cropping).

CYMK image not RGB.

No embedded images; supply TIFFs or EPSs.

For process/photographic images, electronic art must be supplied.

Do not expect recreation of process/photographic images from label samples.

•Fonts

All fonts are to be 5 pt. or larger and must be included with art.

If supporting documentation is not included (hard copy), also send one file with the fonts converted to outline so comparison can be made and font issues identified.

Send both PRINTER AND SCREEN fonts.

Reversed type should be no less than bold.

•Colors

Maximum number of colors: 6 (combination of spot and/or process colors).

•Line weight

Lines, rules, etc. are to be at least .5 pt. or larger.

Nutritional panel rules should be .5 point - not .25 point; and .75 in reverse.

•Main Elements

All elements (nutritional facts, net wt., dist. by, ingredients, address copy) must be 1/16" from the die line.

There must be sufficient background art provided to allow for 1/16" bleed around.

•Nutrition Facts

Please contact the U.S. Food and Drug Administration for the requirements of your particular product or visit [www.fda.gov](http://www.fda.gov)

•UPC

Label Print Technologies will create and insert UPCs.

For food product labels, the FDA requests no less than an 85% reduction in bar size with minimal truncation.

- Delivery

E-mailed files must be compressed, either Stuffed or Zipped; and supporting PDF's included.

Art on disc should be accompanied by supporting hard copies of the art

## Tips

- Photoshop images should be sent at full size with a minimum resolution of 300 pixels/inch (DPI) with no scaling or cropping. It is relatively easy to lower an image's resolution, scale it to a smaller size or crop the image. It is much more difficult to increase the quality of a low-quality image or restore a scaled or cropped image to its original size and quality.

- Images should be CMYK, not RGB. RGB is ideal for the Internet or simple display on computer monitors. It doesn't translate easily or accurately to the CMYK format required for printing. Sending your images in CMYK format will avoid a time-consuming and error-prone conversion process.

- No embedded images. Embedding your images will make it difficult for us to optimize them for press. Also, embedded images do not always translate well across software versions and system platforms.

- Don't send low resolution (72 dpi) scans or photos, such as the images found on internet pages. These are not intended for high-quality flexographic printing.

- Fonts should be 5pt or larger. Larger fonts print better and are easier for consumers to read.

- Avoid fine reverse type and lines which tend to "fill in" during the plate making and printing processes. We can adjust for this, but it may be at the expense of other areas of the label - such as the fine solid areas. Avoid process builds on type smaller than 12 pt.

- Type built from a combination of colors is composed of a pattern of dots. Small type may become illegible when there aren't enough dots in the text area to represent the curves and straight lines in the text letters. If revisions are to be made, it is rare when they aren't; fonts should be included with the images on disk. Include all fonts, both printer and screen fonts; used in your artwork.

- If your art is sent with outlined text, you can expect a delay when we re-set your type to allow changes. Outlined text; text converted to paths to avoid the need for the correct fonts; is not editable. If even one of the words is misspelled or you wish to change the wording, we must find the correct font and recreate the text in order to make the required changes.

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