



# Taylor Made

## Labels, Inc.

# Artwork Guidelines

Attention Artists and Designers,

We want to insure that your label artwork will be printed to your complete satisfaction. Flexographic printing has special requirements that are very different than Offset or other kinds of printing. In order to process your order properly, please take a moment and read the guidelines below.

1. Artwork should be created in and saved as Adobe Illustrator file (version CS3 and lower). Files that are created in other programs and saved as adobe illustrator do not work. Convert all fonts to outlines.
2. If your design requires spot colors. Please provide your PMS colors. We have a list of 350 standard colors. If your color is not on our list we will inform you and give you the option to choose one on our list or pay a 1 time mixing fee.
3. DO NOT send files created in Indesign, QuarkXpress, Publisher or Microsoft Word, etc. (Although these programs are ideally suited for page layout; because of the nature of Flexographic printing, they are not recommended for complex label artwork).
4. Corel Draw is NOT supported. You can directly export a Corel Draw file as an Illustrator file so this should not be an issue.
5. Artwork created ENTIRELY in Adobe Photoshop will not trap properly. If you send artwork from Photoshop please include unflattened .psd files. DO NOT SEND JPG FILES.
6. Artwork should be submitted by email to [Barbie@ineedlabels.com](mailto:Barbie@ineedlabels.com) or on a CD or DVD.
7. MACINTOSH OS IS PREFERRED. PC files may not translate properly.
8. Please include all fonts that are included in your artwork. Even though all type is to be converted to outlines this will assist us if changes need to be made.
9. All photos should be scanned at 100% of final size @ 300dpi (minimum) or 600dpi (maximum) and saved in EPS or Tiff format, NO JPG FILES.
10. Please convert all scanned color images to CMYK format before saving to disk. NO RGB.
11. ALL SCANS MUST accompany Illustrator artwork as a SEPARATE file. Even if the file is embedded in the illustrator layout.
12. Four Color Process screen values must be 3% or greater. Values BELOW 3% will reproduce as WHITE.
13. Spot Color (Pantone for example) and gradient screens also must be 3% or greater. (Note: Spot Color values above 97% will probably print as 100%). Failure to do this will result in a harsh drop off line at 3% that will show up on your label.

To cut down on artwork costs have all your label information such as size, color, material to be printed on and other vital information ready when you request your proof. Even if changes are small they still start to add up when done one change at a time.

If you have any questions please call us at 601-936-0050.

[www.ineedlabels.com](http://www.ineedlabels.com)