ARTWORK GUIDELINES

We want to ensure that your label artwork will be printed to your complete satisfaction. Our flexographic printing process has special requirements that can be different from other methods of printing. In order to process your order smoothly, please follow the guidelines below.

If you are unsure about an aspect of your label artwork, check our online FAQ for answers to common questions, or please call us at 601-936-0050.

FILE FORMATS
Artwork should be created in Adobe Illustrator and saved as Adobe Illustrator files. Files that are created in other programs and saved as Adobe Illustrator format do not always perform well. 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/JPEG FILES.**

FONTS
Convert all fonts to outlines. Also please provide font files for all fonts that are included in your artwork. Even though all type is to be converted to outlines, providing us with your fonts will assist us if changes need to be made to your label now or in the future. Feel free to package your file and send us the package.

COLOR
If your design requires spot colors, please provide your PMS color numbers. We stock a catalog of 350 standard colors. If your design requires a color that is not in our catalog, we will inform you and give you the option to pay a 1-time mixing fee to create the color necessary for your design.

CLEAR SPACE AND BLEEDS
Include a 1/8" bleed on all files. Please leave 1/16" clear space around the inside edge of your label free of important type and graphic elements. Cutting dies used to trim your labels can move during the manufacturing process, and this buffer of clear space can prevent mishaps. Background colors or patterns which are intended to bleed can (and should) intrude into this space and extend out 1/8" beyond the edge of your label.

RESOLUTION AND PLACED/EMBEDDED IMAGES
All photos or rasterized images supplied should be 300dpi (minimum) or 600dpi (maximum) at their print size. **NO JPG/JPEG FILES.** Please convert all scanned color images to CMYK color mode before submitting. **Do not submit images in RGB color mode.** All scans or placed/embedded artwork must accompany your Illustrator layout as a SEPARATE file (even if the artwork is embedded in your Illustrator file).

GRADIENTS AND SCREENS
All screen values must be 3% or greater. **Values below 3% will reproduce as white.** This includes gradient screens and screens created with Pantone Spot Colors. Incorporating a screen value below 3% in a gradient will result in a harsh band at 3% that will show on your label. (Note: Spot Color values above 97% will usually print as 100% coverage.)

PROOFING
Once we provide proofs to you, please check your proofs thoroughly for all color and typographical errors. We are not responsible for errors or mistakes that are missed in the proofing process.

EFFICIENT REVISIONS
To cut down on artwork and revision costs, before you request your proof, please have as much of your label information ready as possible, such as size, color, material, and other vital information. Even if changes and adjustments are small, they tend to add up when individual issues are addressed incrementally at distinct times.

ARTWORK SUBMISSION
Artwork should be submitted by email to art@ineedlabels.com. **If you have any questions, please call us at 601-936-0050.**