

## 10 Point Checklist -- Before You Submit Artwork for Label Printing

Here's a handy checklist to help you submit artwork that will sail through our pre-print process, and land on the fast track to label printing success:

- ✓ **Is the software used industry standard?** Make sure your designer is providing vector files created in Adobe Illustrator.
- ✓ **Is the artwork the correct size?** The artboard size should be set with 0.0625" (1/16") bleed to the final label size in Illustrator.
- ✓ **Does layered artwork file include the correct tooling?** The layered files should mention Foil, Emboss/Deboss, High Build Varnish and Overprint, if used. White ink layers are required for black and metallized materials.
- ✓ **Are all the graphics and image links used in the artwork part of the submission?** They may be included as links or embedded. If embedded, the images should be at 300-400 dpi @ 100%.
- ✓ **Are all the fonts included in your submission?** These should be included in Illustrator.
- ✓ **Did the designer create a bleed?** The design of the artwork should be a bit larger than the finished label. The space around the edge should be text-free.
- ✓ **Did your design allow for a border that is thick enough?** It should be at least 4 points wide.
- ✓ **Did you create the artwork using CMYK for color?** We use the cyan, magenta, yellow, black color model.
- ✓ **Is your file resolution optimal for printing?** We need a file resolution of 300 – 400 dpi @ 100%.
- ✓ **Did you proof all text on the label(s)?** Check, and double check, for spelling and typing errors.