

# Art Submission Guidelines

At Label Logic, all prepress work is performed in-house by our team of specialists. By having the entire label engineering and production process under one roof, we are able to control the development of your label project from start to finish. This ensures quality, speed, and cost control. Our prepress process, along with the rest of our manufacturing operation, operates with an **ISO 9001:2008 Certified Quality System** with defined repeatable procedures to ensure consistent quality.



**To ensure quality, speed, and accuracy, please review these guidelines carefully before submitting artwork to Label Logic.**

## Accepted File Formats

### Adobe Illustrator (.ai)

This is the preferred format for prepress work. Document color mode should be set to CMYK. Please ensure that all text is either outlined, or the supporting fonts are submitted separately. If there are Hi-Res images within the artwork, please also ensure that these are embedded.

### Adobe Photoshop (.psd)

Use this format for Hi Res 4 Color Process or Grayscale images only. **DO NOT** create your label solely in this program. Use in conjunction with Adobe Illustrator if there are additional elements, such as text, spot colors, or vector art. Save CMYK images no lower than 300 dpi at 100% size.

### Adobe InDesign (.indd)

This format is ideal for labels that contain large amounts of text. Avoid process builds on type less than 12 pt. Please ensure that all linked files and fonts are included separately. Using the 'Package' function within InDesign should ensure that all files are bundled appropriately.

## Vector vs. Raster Based Artwork

### Vector Artwork

Vector artwork is a collection of lines and curves that are typically created in Illustrator. This type of artwork allows for scaling to any size, while still maintaining clarity. Colors can be changed, trapped and separated with ease. Unlike raster files, quality is not limited by dots per inch.



### Raster Artwork

Raster artwork is a collection of dots called pixels that are typically created in Photoshop. Each pixel is a tiny colored square. When an image is scanned or photographed, it is converted to a collection of pixels called a raster file.



## Art Submission Checklist

- ☐ **Is there a bleed?** Please supply your file with a 1/16" bleed (if applicable) on all appropriate sides.
- ☐ **What is my color mode set to?** Remember, all artwork must be set to either CMYK or grayscale mode – we cannot print files that are set to RGB.
- ☐ **Are my colors correct?** If Pantone® spot colors are being used, please verify that they are correctly assigned and also called out.
- ☐ **Is the text outlined?** This is a very important step! Ensuring that all text is outlined will eliminate any problems in prepress that may delay production.
- ☐ **Do I have the proper format?** See above – we can also accept .pdf, .eps, and .svg vector files that have been created from Illustrator.
- ☐ **Did I include linked files?** If your artwork contains linked files, please either embed them within the artwork or include them separately.
- ☐ **Does my art look right?** To avoid any issues, it may be a good idea to include a separate .pdf for 'previewing' purposes.

**If you have any questions or concerns, feel free to ask your salesperson or contact us directly at 1-800-656-6476.**

# Art Pre-Flight Checklist

The process of pre-flighting an artwork file helps reduce the likelihood of problems that can cause production delays and to ensure the final appearance is as desirable as you wish! This term is taken from the airplane pilot practice of “pre-flighting” aircraft before take-off to make sure everything has been checked and reviewed – as there is no room for error after being airborne! Typically, client-provided materials are verified by our pre-flight artists for completeness and to confirm that the incoming materials meet the production requirements.



The pre-flight process checks for these types of things:

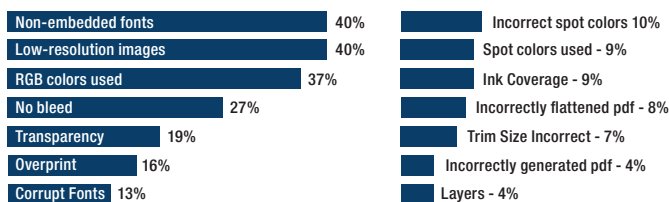
- ☐ Ink colors and print ink method in either Pantone (PMS) or 4-color process (CMYK)
- ☐ Color corrections wherever required- such as screens, vignettes, and fades
- ☐ Trapping requirements where colors intersect-- chokes, spreads, and knockouts
- ☐ Images and graphics embedded
- ☐ Fonts are accessible in a compatible file format and are not copyrighted
- ☐ Image files are of formats that the application can process (.ai or .pdf preferred)
- ☐ Image files are of the correct color format, Pantone or CMYK [processing Red-Green-Blue (RGB) files often requires adjustments as your RGB color pixels on your pc monitor do not replicate printing inks well]
- ☐ Image files are of the correct resolution (>300dpi)
- ☐ Required color profiles are included
- ☐ Image files are not corrupted
- ☐ Confirm that the layout size, margins, bleeds, marks and page information all fit within the constraints of the output device and match your specifications
- ☐ Confirm that the correct color separations or ink plates are being output

More advanced pre-flight steps may also include:

- ☐ Removing non-printing data, such as non-printing objects, hidden objects, objects outside the printable area and objects on layers below
- ☐ Flattening transparent objects into a single opaque object
- ☐ Converting fonts to paths
- ☐ Gathering embedded image and graphic files to one location accessible to the system  
compressing files into an archive format

Other helpful Information:

## MOST COMMON PROBLEMS



## PRESS SPECIFICATIONS

Print Processes: Flexographic / Digital  
Maximum # of Colors: 8 (Including White)  
Print Orientation: Surface  
Press Width Max: 16" | Press Repeat Max: 24"  
External Bleed: 0.125" | Print to Trim: 0.125"  
Minimum Positive Rule: 0.5pt  
Minimum Negative Rule: 0.5pt  
Minimum Positive Type Copy: 3pt  
Minimum Negative Type Copy: 4pt  
Standard Ink Trapping Distance: 0.006"  
Minimum Flexo Dot: 1.8%  
UPC Magnification: 80–110% | BWR: 0.0009"



Art pre-Flight check



Proof to Customer



Customer Approval