Dial a Label's digital artwork requirements Dated: October 2013

1. Our preferred method is for you to send us your artwork as a **PDF file**.
2. Please convert all fonts to outlines and make sure that all images are embedded.
3. **Hi Resolution = 300 dpi or vector based**. If the label design was entirely designed in Adobe Illustrator, dpi does not apply because it will be vector based. If portions of the design such as photographs were imported make sure the image you are importing is at least 300 dpi.

4. **Save in CMYK colour mode**. Setting the colour space should be done before you begin designing or picking colours. However it can be changed at any time before you save.

5. **PDF size**: The page size of the file should match the image size. In other words all, proof information should be removed from the document. We only need the image itself. This is referred to as the Art board in Adobe Illustrator.

6. **Bleed requirements**: Full bleed is when the colour prints all the way to beyond the edge of the label die line and off the label. If your label design or background colour is intended to cover the entire surface of the label, please note that we need approximately 1mm bleed around each edge of the label. For example, if you have a 35mm circular label and the colour needs to run off the edges, you should size your design to 37mm or a rectangle   50mm x 75mm size the design to 52mm x 77mm to ensure that the artwork will cover the entire label.

7. **RGB vs. CMYK** most digital colour printers today (including your little desktop inkjet) print in CMYK, also known as four colour process. However, all computer monitors display colour as RGB (Red-Green-Blue). Now if you create your file for the RGB colour space, the colour is going to look different when printed on a CMYK printer, so it is always a good idea to create your artwork as CMYK.

8. **Improper File Resolution** Many times people send a file of a picture or graphic that was on their web site and expect their printer to create a nice looking label from it. Unfortunately, in most cases the file on the website is very low resolution, often as low as 72 dpi. If a file is printed at that resolution it is going to look terrible, a resolution of 300 dpi is recommended for best results.

9. **Tight Borders** if you want a thin border on your labels that prints right near the edge, or bleeds off the edge you are just asking for trouble. While label printing technology has advanced a great deal, there is still some very slight movement when printing and die-cutting your labels. While this movement is only a very small fraction, if your border is near the edge of the label it will be noticeable. Our advice, if you really want a border, is to make it a thick one (more than 4 point). That way the slight movement will be much less noticeable.

10. **Missing Graphics/Links** If you are using a newer version of Photoshop or Illustrator (CS or CS2) this is less of a problem, but for people using older versions it is still a major issue. All your graphic elements should be embedded into your document before sending them for production, otherwise when your file is opened there may be missing graphics or links.