



## ART PREFERENCES

Our Design Team can take your label or tag idea from just a thought to the finished product. However, most companies supply their own art to us. If you are uncertain about the type of art required, please give us a call and we would be more than happy to assist you. Our art preferences appear below. Please contact us about a password to move your art from your computer to ours via FTP.

We can work with different file types. This is a list of the most common types that we use.

### Listed in Preferred order:

1. Adobe Illustrator (.ai) is our preferred application in which we receive and prepare artwork. All placed or linked images must be included or embedded in the file and of a quality that is high enough to reproduce them to a satisfactory level on press. These images should be a minimum of 300 dpi at 100% (**360 dpi is preferred for best print quality**). Photo images should be in CMYK. All text should be outlined or embedded.

2. Layout Programs: Adobe InDesign is the only acceptable program and is more difficult to work with. If this is what is available, it is best to save the file as the native application rather than an .eps. Also remember to include all placed or linked images (at a minimum of 300 dpi (**360 dpi is preferred for best print quality**)) and in CMYK and outline or embed all text when possible.

3. Photoshop: Flatten the file. All images should be in CMYK and at least 300 dpi (**360 dpi is preferred for best print quality**) with a minimum of a 1/16" bleed included. We can work with uncompressed tiff, .eps, .png, .psd, High Resolution jpeg or .pdf.

### SUMMARY - OUR ART PREFERENCES

#### 1. Adobe Illustrator

- vector/raster images
- 300 dpi minimum – 360 dpi for best quality
- outline or embed fonts
- 1/16" bleed

#### 2. Adobe InDesign

- native application
- 300 dpi minimum – 360 dpi for best quality
- CMYK
- outline or embed fonts
- 1/16" bleed

#### 3. Adobe Photoshop

- flatten file
- 300 dpi minimum – 360 dpi for best quality
- CMYK
- 1/16" bleed
- .tiff, .eps, .png, .psd, High Resolution .jpeg or .pdf

Illustrator files are the easiest to work with.

For Flexographic work - vectorized artwork is highly preferred.

If you wish us to have the ability to change vectorized files (text), please provide the fonts.

All text should be outlined.

### We cannot accept these file formats:

- Microsoft Word
- Microsoft Publisher
- Native Corel Draw or Freehand
- Quark Express
- Raster files less-than 300 dpi at print size

**Please Note: We charge a \$75.00/hr artwork charge to recreate art in a usable format (1 hour minimum charge)**