

ARTWORK GUIDELINES

To help assure the proper reproduction of customer supplied art files, we have put together a list of Artwork Guidelines that will make preparing your files for output simple & complete.

PDF FILE

Please email a high resolution PDF file. (CMYK, 300dpi)

IMAGE AND RESOLUTION

- Embed all images in Illustrator.
- Include embedded images.
- Use TIFF and EPS formats. JPEG, GIF and BMP files are not desirable and color shifts may occur.
- Images should be in CMYK mode. Images in RGB mode are not desirable and color shifts may occur.
- Black and White images should be in Gray Scale mode.
- Save all images at 300dpi or above. Images that are 72dpi are low resolution and the print quality will be poor.
- Crop, rotate and mask images in Photoshop. Masked images in Illustrator are ok.

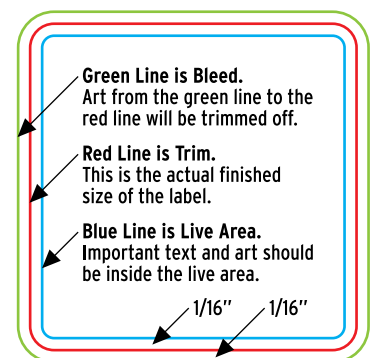
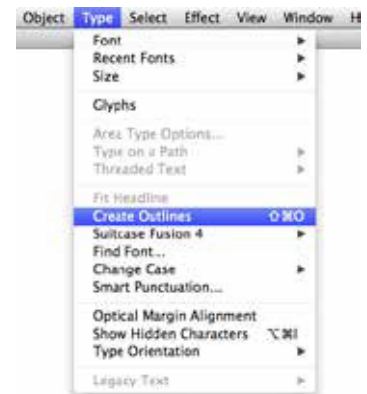
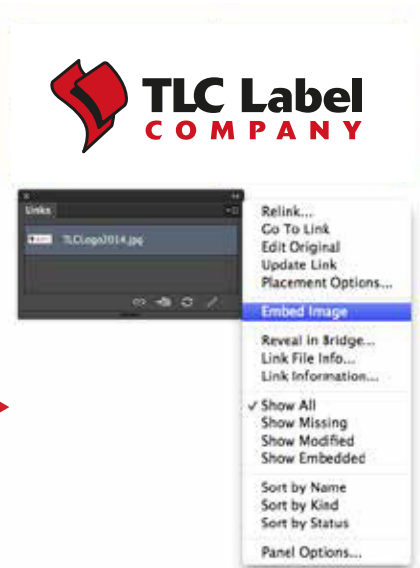
FONTS

- Convert text to outline to avoid font conflicts and reflows. (Select text: Menu Bar, Type, Create Outlines)
- Include all fonts.
- Post Script Fonts and TrueType Fonts are preferred. Avoid Multiple Master Fonts.
- Use true bold and italic fonts. Do not apply bold and italic within the application program.

FINAL ART PREP

- Include 1/16" bleed. (*Bleed* is extra image that will be cut off in the finishing process of the label.)
- Live Area is 1/16" away from trim. (*Live Area* is the area where text and images are safe from being cut off.) (*Trim* is finished cut size of the label.)
- Include a printed copy of files.
- Use PMS color designations.
- Use 100% black. Do not use rich black. (*Rich Black* is 100% black with some cyan, magenta and yellow included.)
- E-mail files. TLC also accepts CD's, DVD's and thumb drives.

Should you require any further information, please feel free to contact us at 480-968-5686.



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