



**660 Southwest Street  
High Point, NC 27260**

**Phone: 336.887.3173**

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### **Label Artwork Specifications**

Our preferred format is Native Adobe Illustrator (.AI file) with all links and fonts included in document. Fonts may also be converted to outlines, as this is the format we print directly from on our digital presses.

Software Supported (Mac and PC versions)

Adobe Illustrator, Adobe Photoshop and Adobe InDesign - versions up to and including CS6

### **Sending Files for Print**

[Send us files via email.](#) We can receive email attachments up to about 5 MB.

If larger than 5MB, upload files to our secure FTP site – [click here for FTP instructions.](#)

If neither of these options are workable for you, save files to a disc, and send it to us.

### **Full Bleed Layout requirements**

A full bleed is when the color “bleeds” off the label. If your label design or background color is intended to cover the entire surface of the label, please note for digital or flexographic print, we need a 1/16" (0.0625") bleed around the outer edge of the label. Offset print items require 1/8" (0.125") bleed.

### **Other Considerations**

Remember that image mode and resolution are extremely important to ensure correct color and clarity. All raster (image-based) files need to have a minimum resolution of 300 dpi (dots per inch) at actual size, and need to be in CMYK color mode. Our digital press prints in CMYK mode only - all RGB images will be converted, which can alter color.

Please provide us with a current label sample, which will be used at press for best color match.

All digital jobs will include a [FREE DIGITAL press proof](#), which allows you to see how your labels will look and to give final signature of approval, before going into production.

Finally, please proof read your label design and copy (spelling) before sending them to us - changes made after proofing will incur extra charges, as our artists must repeat entire process to incorporate the new files.