

THE NEW LABEL ART GUIDELINES



Why Pre-Flight Matters

Pre-flighting your artwork helps **prevent production delays and ensures your final label prints exactly as intended.** Like a pre-flight checklist for an aircraft, this process confirms all technical and creative elements are ready before going to press.

Art Submission Guidelines

PREFERRED FILE TYPES

Adobe Illustrator (.ai)

- CMYK color mode
- Include 0.125" bleed
- Outline all fonts or provide font files
- Embed or separately include all raster images

Adobe Photoshop (.psd)

- Use only for high-resolution CMYK or grayscale images
- Save at 300 dpi, CMYK, at 100% final size
- Use in conjunction with Illustrator; do not build entire label in Photoshop

Adobe PDF / PDF+ (.pdf)

- Preferred format for all submissions
- Vectorized when possible
- Embed images or provide separately
- Convert all live text to outlines or include fonts
- Supports Esko PDF / Normalized PDF formats

Pre-Flight Checklist

OUR TEAM WILL VERIFY:

Color Settings

- Pantone (PMS) or CMYK process
- Proper screen, vignette, and fade handling
- Accurate trapping for overlapping colors

Images & Graphics

- Embedded and accessible images
- High-resolution (300 dpi or greater)
- Correct color format (CMYK or Pantone)
- No corrupted files

Fonts

- Outlined or submitted with file
- Non-copyrighted and compatible

Layout Specs

- Accurate size, margins, bleeds, and trim marks
- Correct ink separation or plate configuration

Advanced Steps

- Remove hidden or non-printing objects
- Flatten transparent objects
- Convert fonts to paths
- Gather all artwork assets into one accessible folder
- Archive and compress final files

Press Specifications

- Print Processes: **Flexographic / Digital**
- Max Number of Colors: **10** (including white)
- Print Orientation: **Surface**
- Max Press Width: **20"**
- Max Repeat Length: **24"**

- External Bleed: **0.125"**
- Print to Trim: **0.125"**
- Minimum Positive Rule: **0.5 pt**
- Minimum Negative Rule: **1 pt**
- Minimum Positive Type: **3 pt**

- Minimum Negative Type: **4 pt**
- Standard Ink Trap: **0.006"**
- Minimum Flexo Dot: **0.8%**
- UPC Magnification: **80-110%**
- Bar Width Reduction (BWR): **0.0009"**

Understanding Vector vs. Raster Artwork

VECTOR ARTWORK

Created in programs like Adobe Illustrator, vector files scale without losing quality. Ideal for logos, text, and line art. Easy to separate and trap colors.

RASTER ARTWORK

Made of pixels and typically created in Photoshop. Raster images are resolution-dependent and must be 300 dpi at full size for print quality. Best used for photographs or textures in conjunction with vector elements.

Our Process

All prepress work is performed in-house by our expert team. By keeping design, engineering, and production under one roof, we ensure fast turnaround, high-quality output, and complete cost control. Our work follows a Quality Management System with standardized procedures to ensure every label is press-ready and precise.

STILL HAVE QUESTIONS?

Send us an email:

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or give us a call 317-625-9595