ARTWORK GUIDELINES

RECOMMENDED FILE STANDARD CHECKLIST

Jobs are quoted assuming print-ready artwork is supplied: A high resolution CMYK file set to the correct size with linked images embedded, text converted to outlines, at least 1/16" artwork bleed, and critical text/artwork is at least 1/16" inside of the dieline (safe area). Layers or separate files should be included for additional separations such as white ink or spot uv to avoid additional setup fees. **Please check your final file for mistakes, typos, and other issues BEFORE submitting to avoid art charges for revisions.** Please review the checklist below for additional details and links for more information:
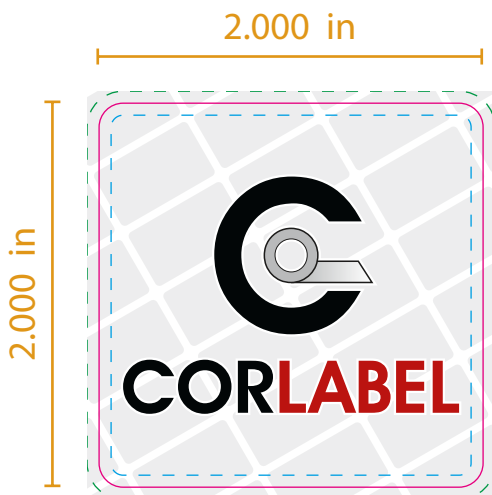
☐ **Vector or High Resolution Raster** artwork in PDF (preferred), AI, or EPS format
We recommend using Adobe Illustrator, but other formats may be acceptable depending on quality.
TIFF vs PSD vs EPS vs PDF vs… by David Blatner

☐ **1/16" Bleed** and 1/16" Safe Area Margin
Any artwork extending to the edge of the label should extend 1/16" past the dieline for bleed. Other elements, such as text, should stay at least 1/16" inside of the dieline (safe area). Templates can be provided upon request (please advise what software you're using).

☐ **Embed all Linked Files** and **Convert All Text to Outlines**
Doing this can prevent potential issues involving missing or low quality images and incorrect text appearance.

☐ **CMYK Colors instead of RGB**
Files provided in RGB will be converted to CMYK which may result in unexpected color shifts.
Understanding RGB & CMYK by Steve Caplin

RGB Video

☐ Minimum **Image Resolution** of 300ppi
Rasterized images lower than 300ppi may appear blurry or pixelated. We recommend 800ppi for the best quality when using rasterized artwork on our presses.

☐ **Pantone+ Solid Coated** Colors Applied in Artwork (not Uncoated or Matte)
"Pantone Solid Coated" colors will print using the closest possible CMYK matches, but Uncoated, Matte or any other versions will not be matched. Pantone colors must be applied to the artwork as spot colors using the correct name or else the embedded RGB or CMYK values will be used instead of color matching on press:
√ "**PANTONE 286 C**" vs "~~**PANTONE 286 C Brand Color**~~"

☐ **Additional Artwork Checks**
We strongly recommend ensuring your artwork meets these additional checks for best results:
☐ Text size is at least 5pt (smaller may become illegible)
☐ Line/Stroke thickness is at least 0.25pt (0.09mm)
☐ UPC Barcodes measure at least 1" from left to right edge of the bars.
☐ QR Codes are at least 0.4" (1cm) wide/high.
☐ Do not use the "Registration" color for black artwork. We recommend CMYK: 77/70/70/100 for Rich Black.

Art Charges:
At customer's request, Cor Label may move non print-ready art to our design department to build print-ready files. Our art charges are $60 per hour charged in 15 minute increments.

2.000 in

2.000 in

LABEL EXAMPLE

Finished Size:
2.000 x 2.000
1/8" Radius Corners are standard

1/16" Safe Area:
1.875 x 1.875
All text and non-bleeding images should stay within this area.

1/16" Bleed:
2.125 x 2.125
All artwork going to the edge of the label should fill this area.

CORLABEL

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