

Artwork Specifications

Please check your print label design and spelling before sending files, corrections or modifications made after we receive your file may incur extra charges, as we need to repeat the entire prepress process to incorporate the new change.

Preferred File Formats

- Native Adobe Illustrator CC - .ai, .pdf, .eps
- Native Adobe Photoshop CC - .psd, .pdf

Acceptable Applications and File Formats

- Adobe Illustrator CC - .ai, .pdf, .eps
- Adobe Photoshop CC - .psd*, .jpeg*, .tiff*
- Adobe Acrobat PDF - .pdf
- Adobe InDesign CC - Export to .pdf

CMYK, RGB, Pantone Colors

Our presses print in CMYK mode and Spot Pantone only - all RGB images will be converted to CMYK, which can cause extreme shifts in color. Files submitted in color mode RGB may have significant shifts in color on the final printed piece, please convert to CMYK before submitting file so you can view the colors yourself.

White Ink

White ink can be applied in many different ways to enhance your design. Including a white layer in your design will allow us to see where you want white ink to print. We suggest creating an individual file in your design labeled "White Layer" with a 100% Magenta fill for areas your design needs white ink printed. We recommend backing all color and barcodes on clear materials and all barcodes for chrome materials.

File Resolution

*Be sure your document is submitted at a minimum of 300 DPI. (Any raster artwork needs to be a minimum of **300 DPI**).

Images

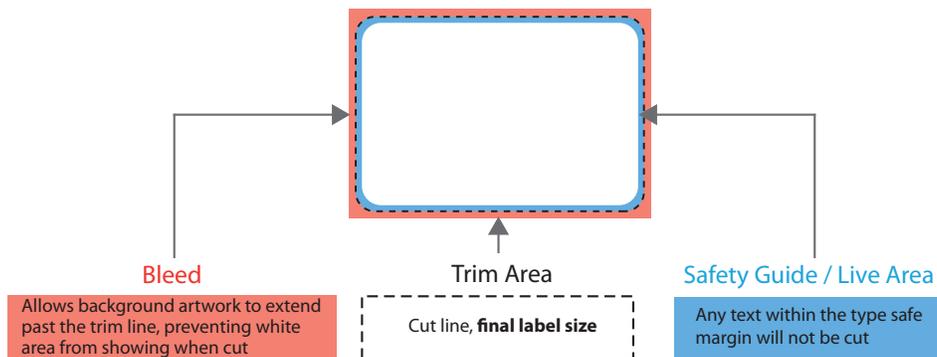
Please be sure to embed all placed images in your documents at a minimum of **300 DPI**. When submitting art for spot color orders use vector graphics do not use raster graphics. This allows images to be easily manipulated and editable.

Fonts

Missing fonts or substituted fonts can create errors in your document, be sure to convert all of your fonts to outlines. Type Specs should be 6pt. bold for reversed text. Please avoid the following: font size below 4pt., fine reverse type. Lines/Rules: Minimum setting .35pt. and when printing negative (reverse) lines/rules, .5 point is the minimum recommended.

Bleeds and Clear Space

All of our dies have three parts: Bleed Line (outer red box), Diecut Line (black middle dotted line), and Clear Space (inner blue box). If there are images or color blocks that bleed extend to the edge of the label, then we require an extra 1/16" image past the label edge to ensure the image or color meets the label edge. All other text and graphics should be contained within the clear space line, a 1/16" print margin inside the label edge, otherwise any text or graphics that are not meant to bleed could be cut during the manufacturing process. See diagram below:



Roll Orientation

If you're applying your labels by hand, wind direction is not crucial. Unwind direction matters when using machinery. If you are using machinery the unwind direction you select needs to match your machinery. Below are label wind directions:



Submitting Files

Email Files to team@hampshirelabel.com

For all files exceeding (10mg) please use this link. <https://spaces.hightail.com/uplink/hampshirelabel>