

ART SPECIFICATIONS

Document Size + Bleed + Proof

A **BLEED** is needed when any artwork will go all the way to the edge of your desired label. The bleed is extra printed area to compensate for the slight movement that occurs on die cutting machinery. Without a bleed, final trimming can result in unintended finished products, white space and other flaws. Columbine Label typically requires a 1/16" bleed on all sides.

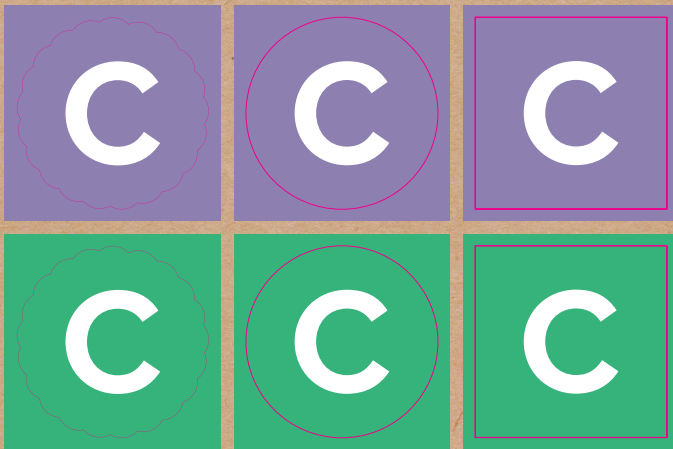
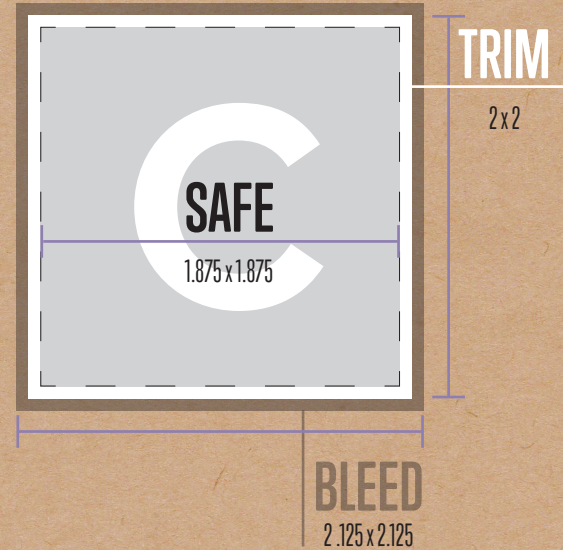
Your **FINAL ART** size will be the size of your label plus the bleed. Typically this means that 1/8" will be added to the dimensions of your desired label size. For example, if your label is to be 2" x 2", your final art should be sent at 2.125" x 2.125".

TRIM SIZE is the size of your label after all printing, finishing and die cutting has been rendered. Your deliverable product will be this final trim size. It is important to keep all of your intended design inside of the trim size.

The **SAFE ZONE**, or margin, is an area inside of your trim that is safe to put important art, information and design. This safe zone is to ensure that nothing important is cut off or pushed too close to an edge during the printing and finishing process. Just as a bleed ensures art will print all the way to the edge, a safe zone ensures nothing gets cut off. Utilizing a 1/16" margin on the inside of your trim, will ensure nothing is lost on your final product.

BORDERS being too thin or too close to the edge can create printing and finishing issues. If your final label should have a colored border on the edge(s), this should extend out to the 1/16" bleed and inside 1/16" to the margin. This will ensure a clean, consistent border on every label as it travels through the workflow.

Including a **PROOF**, or example, of the final intent of the artwork can be extremely helpful when submitting art. Sometimes it is not clear the intention of thin lines on edges, colors that get close to the trim and other elements in each piece. Using a specified color as the "dieline" (typically magenta), can help us understand the designers intent and speed up the process. Simply knowing what the final product should look like can also help us spot potential issues early on and ensure your label comes out exactly how you intended.



Fonts + Links + Packages

Some of the most common issues with passing off files are missing fonts and broken links to placed images. Even when a PDF is sent, fonts and links can be missing once opened into editing software. It is always best to send the native art files, but it is important that any fonts and images are included or embedded.

Both Adobe Illustrator CC and InDesign have the ability to "package" final art work. This creates a folder that contains all fonts, images and native files that can be zipped and sent to us. This will ensure that everything stays together and problems are minimized.

If packaging is not an option, please include all linked images and fonts for us. Your designer can also embed all images and outline all text before handing the files off to you. This ensures the images are not linked externally and turns the text into objects. While, this means we won't be able to edit your text, we will not have issues opening the file. Just be sure it has been proofread thoroughly.

PDFs are a common file format and can be a great way to get us art. If everything is sized correctly, we can easily drop the PDF in to our workflow. Problems occur if we need to open them in editing software. Fonts and transparency effects are not always read back properly. The best bet is to set up your files correctly from the beginning and export PDFs in the ISO X-4 standard.

Resolution + Color Mode

When using photographic or other raster images, it is important that resolution needs to be at least 300dpi at final printed size. Anything below this and images can become blurry and pixelated. Do not trust your monitor! Screen resolution is typically 72dpi. It is also a good idea to convert every image to CMYK color mode. Printing is done using CMYK, while a screen is utilizing RGB. If images are not converted, undesired color shift may occur.

