

# Custom Labels

## Artwork Specification

To ensure the integrity of your custom label design, please read the following instructions to ensure your artwork is supplied with the correct specifications for the printing process. Please call us on **1300 882 819** or email **sales@packagingplace.com.au** if you need further help.

- 1. EPS format (Encapsulated Post Script).** Saving to EPS format is possible with such programs as Adobe Illustrator and Corel Draw by using the File - Save As command. Use all the program default settings for the EPS format except those specifically mentioned below. (Make sure TIFF 8-bit Color is selected)
- 2. Save with fonts embedded or converted to outlines.** Saving to EPS format with fonts embedded is possible with such programs as Adobe Illustrator and Corel Draw by using the File - Save As command. Before saving a window will appear which will give you this option.
- 3. Resolution = 300 dpi or vector based.** If the label design was entirely designed in Adobe Illustrator, dpi does not apply because it will be vector based. If portions of the design such as photographs were imported make sure the image you are importing is at least 300 dpi.
- 4. Save in CMYK color mode.** Setting the color space should be done before you begin designing or picking colors. However it can be changed at any time before you save as EPS.
- 5. The page size of the file should match the image size.** In other words all, proof information should be removed from the document. We only need the image itself. This is referred to as the Art board in Adobe Illustrator.
- 6. Bleed.** If your image has color right to the edge please be sure to include some bleed.
- 7. Cut line.** Please include a path that shows where you need the label cut around the edge. i.e. the cutting line.
- 8.** You can also supply a **high resolution PDF** file with the above attributes.