FILE GUIDELINES - LABELS

Once you have completed and finalized the design process, you are ready to generate a PDF file for printing. To ensure this file is press-ready, below is a checklist to fill out before submitting the file.

Remember to double-check all spelling and details, then check again (even get a friend to check again). Once your design has gone to production, a mistake cannot be changed - so please make sure it's right!

BEFORE YOU BEGIN

Clean up any unnecessary items from the file. Delete objects that are outside the artboard, delete any template you have used, delete unnecessary layers, clipping masks, swatches and other items.

ENSURE THE FILE IS PREPARED TO BE JETRION-READY:

- ❍ FILE IS IN CMYK MODE
- ❍ NO CUSTOM PANTONE NAMES
- ❍ FONTS ARE EMBEDDED, SUPPLY OR OUTLINED
  (Note: Small outlined fonts print slightly 'thicker')
- ❍ MINIMUM 5pt SIZE FOR REVERSE WHITE FONT ON DARK BACKGROUND
- ❍ ARTWORK MATCH DOCUMENT SIZE
- ❍ FONTS AND GRAPHICS ARE VECTOR
- ❍ BLACK IS 100K WITH OVERPRINTS ON (DONT USE RICH BLACK)
- ❍ IF ANY IMAGES ARE INCLUDED IN YOUR DESIGN MAKE SURE THEY ARE HI RES (300DPI)
- ❍ BLEED IS 0.0625 (ON ALL SIDES - LEFT, RIGHT, TOP AND BOTTOM)
- ❍ IMPORTANT INFORMATION IS WITHIN THE SAFETY MARGIN
- ❍ DIELINE STROKE 0.25. NAMED THE COLOUR "DIE LINE". SET IT TO OVERPRINT
- ❍ KEEP CRITICAL GRAPHIC OR TEXT AT LEAST .125" AWAY FROM THE DIELINE
- ❍ LINKED FILES ARE PREFERABLY INCLUDED (OR EMBEDDED)
- ❍ BARCODES ARE IN VECTOR FORMAT (NO JPEG, TIFF OR PNG FORMATS)
- ❍ SUBMIT SOURCE FILES OR
- ❍ FINAL PRINT FILES AS HI RES PDFs (NO WORD, EXCEL, POWERPOINT, ETC.)
- ❍ WHITE INK ELEMENTS ON A SEPARATE LAYER (NAMED WHITE)
- ❍ SAMPLE TEMPLATE IS AVAILABLE UPON REQUEST

VECTOR VS RASTER

Vector graphics are illustrations created using design software (such as Adobe Illustrator) and can be scaled larger without any loss of quality. Vector graphics are assigned a mathematical expression that the design program reads and uses to create the visual form of the shape. This means when you scale the vector graphic, the program simply re-draws it larger, so the shape is preserved at the highest quality.

Photographs, as well as most graphics and images found on the internet are raster images (pixel-based). Increasing the size of raster images will result in a poorer quality and blurriness. This is because a raster image is made up of pixels, which are smaller units each with their own colour information that together form the image. Pixels are very small and are unnoticeable in a high quality image viewed at 100%. If you scale the image larger however, the pixels will also be made larger and will therefore be more visible. Being able to see the individual units the image is made up of is what is referred to as "pixelation" - this makes the image appear to be fuzzy or of poor quality.

VECTOR

RASTER

TO SEND FILES OVER 10MB PLEASE USE DROPBOX, GOOGLE DOCS, WETRANSFER OR A SIMILAR FILE SHARING SERVICE. IF YOU ARE UNSURE OF HOW TO DO THIS PLEASE CONTACT A SALES REPRESENTATIVE WHO WILL BE HAPPY TO GUIDE YOU THROUGH THE PROCESS.