Avoiding this common mistakes when preparing your files, will ensure that your job gets printed promptly;

Correct Bleed (1/8") on all sides

Improper bleeds: Whenever you want an image or color to print to the edge of your label, those images or colors must extend past the 1/8' cut line of your artwork. When your bleed is not done correctly your label will have white strips of unprinted area around the edges of the label or unwanted image or working cut from your artwork.

The correct way to make a bleed is by extending the images and color near the cut line 1/8" past the cut line, that way you ensure that the label will be trimmed properly.
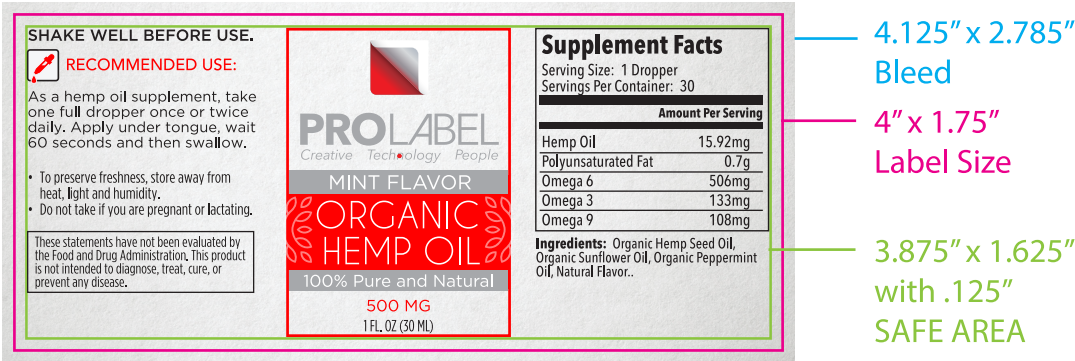
Image Resolution

Improper image resolution: Avoid using images you find on websites as they are low resolution. The result from using an image that is low resolution is that the label will have a very poor quality look.

The correct way to submit and image is by using larger, high-resolution, images to begin with, you're able to achieve a terrific amount of image detail in your final printed label.

Safe Area

Improper safe area: Placing or objects outside the safe area will result in having them be either to close to the trim or cut off the label.

The correct way to avoid having that problem is by keeping important text or objects within the safe area, you ensure that no important text is trimmed off during the final cutting process. The safe area is 1/8" (.125") in from the Cut Line.

4.125" x 2.785"
Bleed

4" x 1.75"
Label Size

3.875" x 1.625"
with .125"
SAFE AREA

Correct Color Mode

One of the more common problem is files designed in the incorrect color mode for printing CMYK. The result of a file in the incorrect mode is that the color does not translate properly to the 4-color process, which results in colors appearing dull and washed out compared to how they viewed on screen.

The correct way to avoid incorrect color mode is by converting the color mode to CMYK for all graphical elements you are using, you can see a more accurate view of the colors in your art, and make any necessary changes before uploading your files for print.

Supported Programs

Adobe Illustrator and Adobe Acrobat (PDF) at a high resolution, with bleeds and fonts converted to outline, are the preferred file type. There are a number of other file formats we will accept. The below information is to help you properly set-up your design files. Checking your files for mistakes can greatly reduce the time your job spends in pre-press and can prevent your job from being put on hold. Please contact Customer Service if you have any question on the preferred file format.

 Adobe Acrobat PDF Document Settings   **Adobe Illustrator**   **Adobe Photoshop**   **Adobe InDesign**

Unsupported Programs

Microsoft Word

Microsoft Powerpoint

Microsoft Works

Microsoft Publisher

Quark Xpress

CorelDraw