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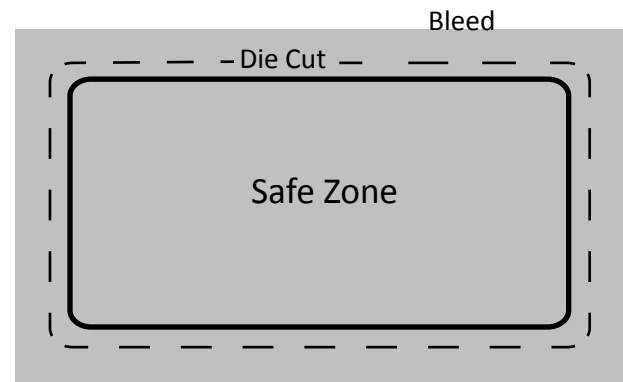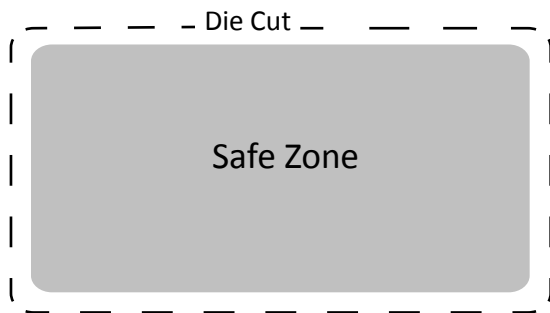## Durable Labels and Tags

Digital File Standards

Safe Zone

Safe zone is important to plan for when preparing your files. Because of shifts in the die cutting process, creating a safe zone is the only way to ensure that none of your label design will be cut off. All elements that do not meet the label's edge should be positioned within the safe zone. Safe zone is determined by subtracting 1/16" from all the sides of your label. Artwork that does not meet this requirement will be returned to you for changes or will be adjusted accordingly for an additional fee. Please see examples below.
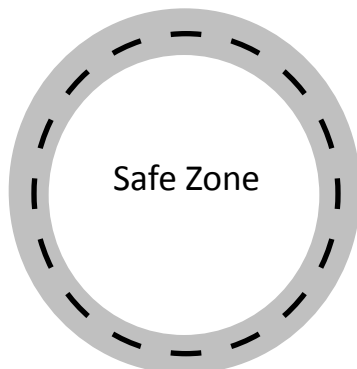

Bleed

It is necessary to prepare your files with bleed, so the color of your label will extend to the edge of your finished label. Since there can be slight shifting in the die cutting process, labels created without bleed, can result in a thin strip of white on any edge of the finished label. Shifts up to 1/16" may occur and are within acceptable industry standards. Bleed is determined by adding 1/16" to all the sides of your label. Artwork that does not meet these requirements will be returned to you for changes or be adjusted accordingly for an additional fee.
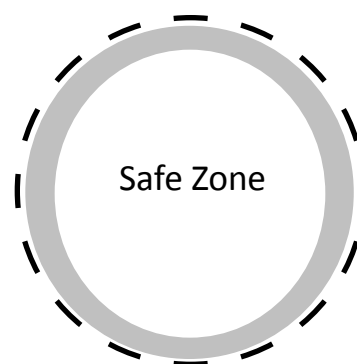
Borders

Artwork, with borders bleeding off a label, must be at least .1875" in thickness and meet the bleed edge, which is an additional 1/16" of your actual label size. This requirement is for both aesthetic purposes and quality control. Borders not bleeding off a label must be contained within the safe zone. Please see examples below.

border bleeding off the die cut

border not bleeding off the die cut

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Digital File Standards

Fonts

When submitting a file that is not flattened (files other than jpeg, tiff, bmp), it is required that you change all text to outlines or embed the fonts into the file. We prefer that you convert to outlines to ensure that there will be no delay in your order. The minimum printable size for most fonts is 5-pt. If you are using a special font, please send it with your file.

Resolution

We require the resolution for images we print to be at least 300-dpi at finished label dimensions with bleed to ensure quality. We encourage our customers to submit files that have a higher resolution. This makes drastic improvements in quality especially when there is text on the label. Our maximum resolution is 1200-dpi. We do accept files at higher resolutions; however, there is a 10 MB maximum file size on our artwork upload page. This applies per file or design that is submitted. If the file is over 5 MB please use a FTP (File Transfer Protocol) site, like YouSendIt.com. For larger files, contact us at: 1-888-791-9590.

File Formats

We accept many file formats, though our preferred format is PDF. When saving your file as a PDF, please make sure to do the following: Use the "Press Quality" preset and convert your text to outlines. Please make sure there is no color conversion and that there is no down-sampling of the images (unless above 800-dpi). Please do not send compressed artwork other than Tiff using LZW compression. Please do not send security/password protected files. Other formats we accept are: .eps, .ai, .indd, .psd, .jpg, and .tiff. All other formats will require a graphic's fee to change the file into a format that we can utilize.

Color

Our digital printing presses handle CMYK mode only. When creating your files be sure to create them using CMYK color. If you would like to guarantee accurate color reproduction, please build your files using the CMYK values from a Pantone Process Coated color guide. If you want to reference a PMS color, we will match it as closely as possible with 4 color process. All files submitted as RGB will be converted, which may cause drastic color shifts. Files saved in RGB will be converted and printed without consulting the customer. Printed colors are always different from what is represented on your monitor. Even PDF proofs are not an accurate representation of color. If color is crucial please request a press printed proof or select Pantone Match option on our pricing page and specify your desired colors in the customer comments section.

Design Help

Though we do not offer assistance for learning software, we are happy to answer questions about preparing your files for print. If you do have questions pertaining to learning software, please refer to the software manufacturer's website.

**Please send each design separately.
**Unless otherwise noted by the customer, a PDF file will be sent to the customer as proof, and must be approved by the customer prior to printing the order.