

# OUR ARTWORK REQUIREMENTS

To allow your artwork to be quickly processed through our prepress process department, we have created guidelines to assist us in achieving the highest quality print result possible.

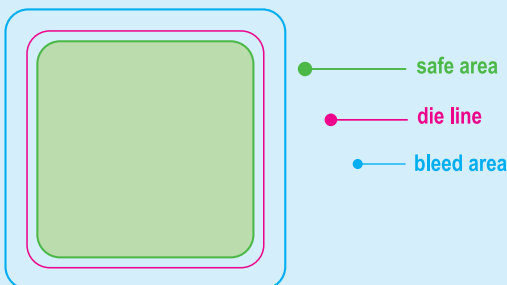
Please ensure your artwork complies with our required specifications before supplying your final artwork files to Pacific Labels. If you have any questions, please contact our Pre Press Department by calling 1800 805 435. **PLEASE REMEMBER: Files not meeting our requirements may delay your labels or may require extra work, and may incur extra charges.**

## ARTWORK FORMAT

- To ensure a smooth flow through our prepress process, please ensure your artwork has been created in the following programs: Adobe Illustrator (**most recommended**) or Indesign, We **do not** recommend artwork created in Word, Powerpoint, Publisher, Corel Draw or any other non-graphics software.
- All fonts to be supplied or outlined.
- All linked files are supplied such as image files or Photoshop (PSD) files.  
(PSD files often containing layers and special colours are not print ready files, please supply only unflattened layered PSD files).
- Please supply a PDF proof file indicating dieline and any special design or colour requirements.

## TYPE & DESIGN

- Fonts to be no less than 5pt.
- Fonts to be outlined or font files supplied.
- Minimum line thickness to be 0.5pt / 1.76 mm
- Text and art is within 1.5 mm of the dieline.
- All black text to be 100% black (not 4 colour).
- Borders that go to the edge (bleed off) are no less than 2mm wide.
- Artwork and background colour needs to extend a minimum of 3mm past dieline, this is to allow for movement when printing.



## COLOURS

- Please convert all RGB files to CMYK.
- If your artwork includes Pantone colours, please select from the Pantone + Solid Coated colour book.
- All colours are to be appropriately named in your colour palette (e.g. Pantone 485 C, not Red)
- Please indicate dieline as a spot colour named DIELINE (e.g. 100% magenta or 100% cyan)
- If white ink is to be printed, please indicate with a spot colour named 'OPQ WHITE' (e.g. 10% magenta)
- If a spot varnish is to be printed, please indicate with a spot colour named SPOT VARNISH (e.g. 10% Yellow)
- All black drop shadows are single colour black (not 4 colour).
- A maximum of 8 colours (including whites, varnishes & laminates).

## IMAGES & GRAPHICS

- Please supply all placed images & scans.
- All images to have 300ppi resolution or greater.
- Layered versions of any flattened PSD files to be supplied.
- All images are saved as CMYK, not RGB.
- Please supply a PDF proof file indicating dieline and any special design or colour requirements.

## BARCODES

To meet GS1 standards :-

- Please supply barcode number.
- Ensure barcode has not been truncated or distorted.
- Has not been reduced by more than 80%.

### Barcode Magnification Sizes

80%	30.83 mm x 21.74 mm
85%	32.69 mm x 23.04 mm
90%	34.56 mm x 24.33 mm
95%	36.42 mm x 25.63 mm
100%	38.29 mm x 26.93 mm

## LABELS ROLLING DIRECTION

The label rolling direction refers to the way in which your labels 'unwind' from the roll. It is a simple thing, although it can be confusing if you are not familiar with labels. Labels that are 'wound out' have the label positioned on the outside of the roll, whereas 'wound in' have the labels on the inside of the roll.

