Artwork Guidelines

- **Please submit files in Adobe Illustrator format.**
  Preferred file set-up guidelines for AI files:

  - **Placed Images**
    - Please supply high resolution images (300 ppi or greater).
    - Placed images in Photoshop Document format (*.psd) are the best option if Spot colors are used in a raster image.
    - Images in layered CMYK Photoshop format (*.psd) are preferred as they offer the most flexibility if color correction or a white plate involving the image is required.
    - RGB images must be converted, with the color of the converted file sometimes differing greatly from the original.
    - Please supply clipping paths with images.
  - **Color**
    - Please supply a color target for reference.
    - A color laser, color swatches, PMS color references, etc.
    - AI files created with artwork in the file linked to swatches in the swatch palette that are set as "spot colors" or "global process colors" offer the most efficient editing when color matching is required.
  - **White Plate**
    - Any items that need to be backed in white should be copied to a unique layer. These items should be called out as a spot color called "Spot White", although the actual CMYK breakdown of the spot color reference used on the file is not important.
    - The white plate items should be set to overprint (fill and/or stroke as applicable).

- **Other file formats** (Files not submitted in Illustrator format may require significantly longer setup time)
  - Adobe InDesign
  - PDF

- **Additional File Information:**
  - Please include all fonts used in art file. It is preferred that all fonts be converted to outlines as this will eliminate any font-related issues and help speed the artwork through the prepress process.
  - Please include a dieline of the label shape. This will help show the placement of the art inside the die cut as well as provide verification of the label size.
  - Artwork must be 1/16" from die cut.
  - Please provide the artwork with a 1/16" (.0625") bleed. Bleeds must extend 1/16" (.0625") past die cut.
  - Avoid hairline rules; minimum rule weight should be .5 pt.
  - Avoid text smaller than 4 pts. (especially when reversed or for the symbols ®, ©, ™, etc.)
  - If Pattern Varnish is required, please indicate where Pattern Varnish is to be placed.
  - If there are any areas that need to be backed with White, these areas should be copied to a separate layer indicated as "Spot White".

Files may be submitted via the following media or transfer methods:

Compress all files (Stuffed or Zipped) before submitting.

- **Media**
    - CD, CD-R, CD-RW, DVD-R
    - External Hard drive / Flash Drive

- **Web/Links**
    - Examples include Dropbox, WeTransfer, Google Drive, Etc.
    - Submit through www.Relmwest.com under the Contact Us Page or Request a Quote

Files up to 5mb in size can be emailed to customersvc@relmwest.com