

# Artwork Errors to Avoid

## **Type fonts are missing**

We need to have all fonts included and be able to activate the type font(s) used in the label design from the submitted disk.

## **Images used in the layout are missing**

Images in the label design must be provided and linked to files

## **Images used are sometimes of poor quality**

Poor quality images are usually because of low resolution (images should be at least 300 dpi), missing detail, distortions within the artwork, or poor scanning

## **Size Issues**

Submitted artwork should be exactly proportionate to the actual dimensions of the die shape chosen

## **Elements within the label design are too small to print**

## **Colors used in the layout are incorrect, or are simply not identified**

Do not design labels using RGB colors and make sure that all colors used are identified properly. Do not include unused colors in the color palette.

## **Styles and some special effects may not be printable**

Designers often alter type fonts (such as adding drop shadows, or changing the dimensions rather than choosing another font) which production software will not handle as we move through the plating process

## **Files must be provided with usable layers**

Artwork should be layered appropriately. Call for details if you have questions.

## **Files must be provided in a useable format**

We support all major commercial graphics applications in the latest formats. Artwork submitted in MS Word or MS Publisher, or other home design application will add time and cost to your job. Call for details if you are using an unsupported program



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