

ARTWORK SUBMISSION GUIDE

The following guidelines are designed to facilitate the smoothest process possible to manufacture your products. Please feel free to contact us with any questions. Thanks you.

SUBMISSION

You can submit your files via email to CustomerService@AdcraftLabels.com. Files larger than 20MB should be uploaded to our FTP site or use your preferred file transfer service like DropBox. Please compress your files for faster transfer and to avoid corruption & inform us when the transfer is completed.

FTP Address: **http://69.75.44.220:84**

User Name: **adcraft**

Password: **adcraft**

For a private FTP directory, please contact us so we can set up a specific folder for you to upload your files.

Please keep file name short, with extension and do not use illegal characters like comma (,) or (* # . " / \ | [] : ; ? \$!) as we may archive our files on Windows or Linux operating systems. We prefer underscore to separate product group & variation, i.e.: Shampoo 18oz_Pomegranate.

ART

- **File format:** Please supply artwork in Illustrator CC format to maintain compatibility with our production systems. It's best to supply both native files & outlined PDF files so we can double check for issues that may arise when opening your files. We can accept InDesign files but may charge a fee to convert your file to Illustrator format.
- **Fonts:** Please supply all fonts even if you've sending outlined file just in case you need us to modify your art. Minimum font size is 3 points. Reversed text should be bold to avoid filling in on press. Reversed text on CMYK background should have holding rule around text to avoid registration problem on press.
- **Layout:** Keep graphics 1/16" from die line & provide 1/16" bleed.
- **Die Line:** Should be set up as spot color to avoid confusion with bleed or keep away lines. Please contact our customer service for available die sizes. If a custom die will take approximate 3 days to manufacture & there will be an extra charge.
- **Layers:** Keep text separate from background. Put all technical details, dimensions on its own layer.
- **Vector:** Keep as much of your art in vector as possible (text, logos, spot color objects...)
- **Images:** Avoid embedding images & provide linked files as layered Photoshop format if possible. Images should be at least 300 dpi at 100% final placed size.
- **Colors:** All files should be built within CMYK color space. Colors in RGB images may change when converting to CMYK. Use industry standard Pantone colors when possible. Use spot colors for text instead of CMYK. All designs printing on clear or metallic substrate must indicate if White ink is to be used and where. White ink or Spot Varnish should be on separate layer.

BARCODES

Adcraft will recreate all barcodes with 60 μ (0.002") Bar Width Reduction to compensate for press gain. We can generate almost all types of barcodes including DataMatrix, QR, Coupon, & Pharma Code. Allow 1/8" quiet zone on both sides of the UPC.

We can't guarantee scan-ability for barcode smaller than 80%.