ARTWORK FILE STANDARDS

PREFERRED FILE FORMATS

The Blue Label preferred file format to work with is a high-resolution PDF.

*Please be mindful of files created from free design software such as "Scribus".

FILE STANDARDS CHECKLIST

- [ ] File format must be:
    High-Resolution PDF
    *check content creator on PDF files to make sure it does not say "Scribus"
    Adobe Illustrator File
    *can accept PS files as well. Consult with representative.

- [ ] File must be a minimum of 300 DPI

- [ ] Dieline is at 100% size and on its own layer and separation
    Layer should be named "dieline"
    Separation should be built in a spot color swatch

- [ ] Build in at least 1/8" of bleed around all sides outside of dieline

- [ ] Allow for 1/16" of space inside the dieline to create "safe zone"

- [ ] All type and fonts converted to outlines

- [ ] All links embedded

- [ ] File is in CMYK

- [ ] Call out Pantone colors

- [ ] Barcodes are live and not images

PREPARING ARTWORK

Outline Fonts

To ensure that fonts are printed properly, prepare your files for print by sending the fonts with each project and ensure text is turned to outlines. Turning text to outlines essentially turns each letter into an image. While this means that text can no longer be edited, it is essential in preparing artwork because the file no longer relies on a font file to render the artwork. One recommendation is to save a separate version of the artwork with text not outlined so that you can still edit the original artwork.

How to Outline Fonts in Adobe Illustrator

- Select the text. If there are many layers and text, it is also possible select all objects in the artwork (CTRL+A).
- Choose Type > Create Outlines from the menu

Embed Links & Images

Ensure all placed or linked pictures are correctly embedded into the final file.

How to Embed Links & Images in Adobe Illustrator

- Choose Window > Links
- Select the links by clicking on them. Hold down CTRL to select multiple links, or SHIFT to select a series of links. In the upper righthand corner of the links palette, click the dropdown menu and choose Embed Link(s).