

## Art Requirements

### Media used:

Floppy, Zip, CD/DVD

If you are sending a CD/DVD make sure the session is finalized so all computers can read it.

### Linked or Embedded Graphics:

Linked or Embedded Graphics print better when placed at 100%. Black and white bitmap graphics should be 600 dpi at 100%. Greyscale or color graphics can be 300 dpi at 100%.

All graphics, even embedded ones, should be included.

### Programs Used:

Current versions of Freehand, Illustrator, Quark, In Design, Photoshop. We can use most PDF's or EPS's. Other program files might produce unexpected results, or not be useable.

### Type:

Convert all type to paths unless we are to make changes to the copy, if so, include all screen and printer, Truetype, OTF, DFont fonts that are to be used. Type below 3 pt. and reversed type below 4 pt. will not print legibly, especially if the font is thin (or features of the font are thin, like serifs or cross bars). Also, as a general guideline, use one weight heavier than a regular weight when reversing type. Photoshop should not be used for setting type.

### Rules:

The minimum rule weight we recommend is ½ pt. (¾ pt. if used for trapping). Dots should also be at least ½ pt. in diameter.

### Bar Codes:

The Minimum size we recommend for UPC bar codes is 80%. We also recommend not using fonts for barcodes, we can generate a high quality bar code of most formats, if necessary.

If you would like to use a die we have on hand, call your salesperson for the size and corner radius to make sure we can fit your art to an existing die.

If you have a custom die cut, include a die line in the file.

Check Colors to be sure that they are as expected (CMYK, Spot or both)

Please list any additional information, comments, changes or instructions regarding your job.

**Please ask yourself & check off the following questions:**

- Are all needed graphics supplied and placed at 100%?*
- Have you included composite or separated hard copies with the spot color file?*
- Have you included a color proof or match print to accompany your 4 color process file?*
- Did you outline the type of supply us with the fonts needed for the job?*
- Did you include a die line that indicates the label size?*

If your files are 8MB or smaller, you can email them to: [sales@dlpforlabels.com](mailto:sales@dlpforlabels.com)