

## GUIDELINES &amp; ARTWORK INFORMATION

**We accept art files created in the following applications:**

- Acrobat® PDF\*
- Adobe® Photoshop\*
- Adobe® Illustrator\*
- Adobe® InDesign\*

**We do not accept art files created in the following applications:**

- Microsoft® PowerPoint\*
  - Microsoft® Word\*
  - Microsoft® Excel\*
  - Microsoft® Publisher\*
- \*Microsoft® Excel® files only accepted for variable data

**Hold up! We all have standards, and this is no exception!  
Preferred file format is a print-ready PDF. For all artwork, a minimum of 300 DPI is required.**

**Artwork Submission**

Settled on that absolutely perfect design? It's time to make it a reality. No sweat! Simply send your order and art file(s) to us. Please reference your account number, company name or phone number in the subject line. Remember to note the size, stock, inks and quantity. Submitting larger artwork files via FTP is a breeze. Compress, upload and viola!

**Bleeds and Borders**

- All artwork with a bleed must include a 1/16" extension on all sides to avoid additional charges.
- Artwork with borders should indicate if the border should print 1/16" in from the edge of the label or bleed.

**Cancellations and Changes**

We realize things come up, however, cancellations or changes on orders cannot be guaranteed. Please check proofs carefully before placing orders. A minimum fee of \$25.00 (V) will be charged for all cancellations or changes. Please note, however, that if the order has already been printed, the full order value will be charged.

**Creating Your Files**

Ready to place your order? Perfect! Now, let's avoid any delay in you receiving that stellar design, shall we? Here's how we need to receive your art files in order to ensure the best results:

- Create one item, sized correctly, per document.  
*For freeform™ laser cut labels, create a layered file that includes the cut path.*
- Make sure file(s) are colored correctly.
- Graphics and text should be sized at 100%.
- All supporting graphic file(s) used within your layout must be embedded with your layout file, placed at 100%.

**Order Refusal**

Good taste and moral responsibility are hallmarks of professionalism. Therefore, we reserve the right to refuse to print any labels that we consider profane or immoral. Not sure if your design falls into that category? Run it past your mother first.

**Over-Runs**

There will be no additional charge for over-runs. Just consider it a small, unexpected dose of happiness from us to you. Cheers!

**Photo and Art Authorization**

Don't use copyrighted artwork without permission. There's no need for messy legal entanglements due to copyright infringement. Please submit an authorization form with your order.

**Print-Ready Artwork**

What's print-ready artwork, you ask? Here's the story: artwork that is provided at 100% size, requires no typesetting and has a 1/8" margin on all sides, including a bleed when needed. If only trips to the DMV were this easy! Please keep the following in mind when preparing print-ready artwork:

- Exact position of text and graphics should be indicated, or we will position using our best judgment.

- File(s) should be colored correctly.
- We have found that photocopies, facsimiles, low-resolution laser prints and pencil or ballpoint sketches don't provide a high enough degree of resolution to produce quality products. For this reason, we ask that you choose another method of providing your artwork.

**Proofs - 1st Proof Free**

Proofs allow a visual check of the design and layout before the full printing occurs. Try as we may, we haven't yet succeeded in creating an "Undo" button to un-print if there was a problem. For this reason, proofs are available electronically, as well as by fax. **Please note that the proof needs to be requested when your order is submitted.**

Electronic and Faxed Proofs:

- **SAME DAY** service if received by 12pm CT
- Adds 24 hours to order production time.
- Additional proofs are \$18.00 (V) each.
- Please provide complete email address or fax number.
- Proof colors will vary by computer and/or printer.  
*(Electronic Proofs only)*
- Stock color will not be represented on the proof.
- Order production time begins after proof approval.

For viewing electronic proofs, please check the Adobe® Reader® or Acrobat® settings under "Edit"/"Preferences"/"Page Display" are as follows:

- Uncheck "Enhance thin lines"
- Set "Use Overprint Preview" to "Always"

**Reprints and Liability**

Because we firmly stand behind our products, and because your complete satisfaction is our highest priority:

- We will gladly and promptly reprint label orders that have defective workmanship.
- We will reprint at no charge if we are at fault.
- Unfortunately, we cannot be held liable for damages that might arise from using our products, other than the replacement cost of such product.

**Reverses**

We will gladly reverse your copy free of charge. Please indicate on your order what copy is to be reversed.

**Rights to Promotion**

We're proud of the work we do, just like a first-time grandmother with a photo album, we want to share pictures of our pride and joy! We reserve the right to use all products in our advertising and displays unless otherwise specified in writing at the time of order.

**Screens and Registration**

- Screens are available with a 5%–95% tint.  
*(For example, 85% black is basically dark grey.)*
- Registration of color-to-color is within industry standards of 1/32".