

# ARTWORK GUIDELINES

You have already heard about high quality adhesive labels from **INSIGNIA**, one of the main factors in producing great labels and a strong brand image is artwork.

This guide will help to explain how you can get the very best finished product from **INSIGNIA**.

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## File Formats & Programs

Some formats are more preferable than others to give the very best print quality, don't worry if your files are not up to scratch INSIGNIA has a dedicated design studio. We can offer advice and support throughout the design process.

These are preferred formats...



Adobe illustrator - supplied as .ai / .eps / .pdf / svg



Adobe Photoshop - supplied as .psd (300 dpi min)



Adobe InDesign - supplied as .indd



PDF - with editable layers

For best results vector files give the best results. We can also accept many other universal format files, such as .jpg / .png / .bmp etc. However in most cases the resolution will be too low to print from. In which case a redraw may be necessary, please ask us for details.

## Fonts

When supplying editable files such as those mentioned above, please either embed your fonts as outlines, or supply the font files. (.otf / .ttf)

## Resolution

If your files are flat (rasterised) please supply files with a minimum definition of 300dpi / 300 ppi. Our printers are capable of upto 2400 dpi.

## Colour

Depending on the printing process, colours on your artwork need to be in a particular format.

4 Colour Process - **CMYK**

Digital labels artwork should always be supplied in CMYK colour.

Flexographic - **PANTONE®**

Spot colours, please supply codes with artwork if not already embedded.



**Never design files for print in RGB colour as much of the colour cannot be replicated accurately using CMYK or Spot Colours.**

It is possible to convert between many different formats, please supply as much information you can when other formats are in use.

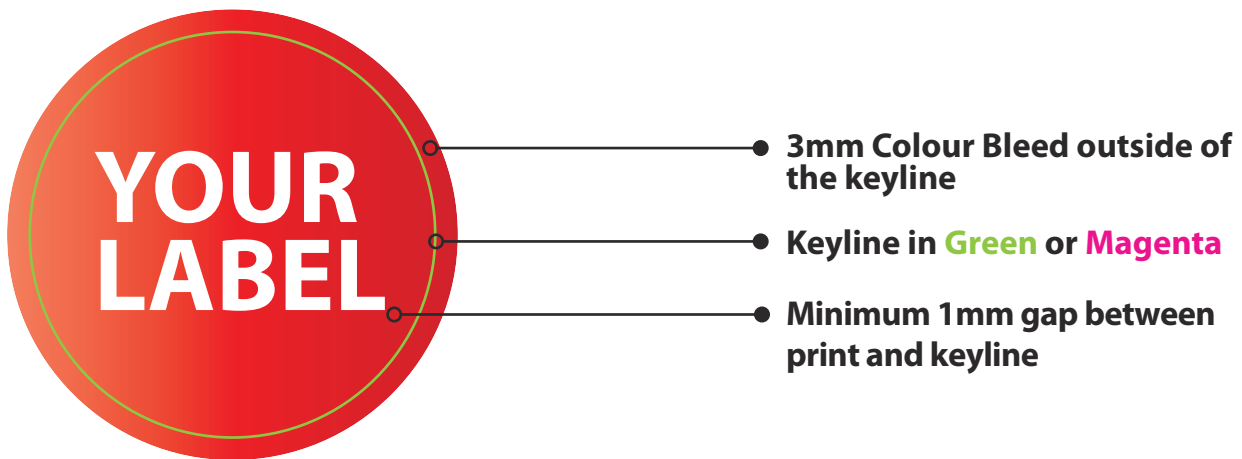
## Keylines and cutters

Keylines denote where the finished label will be cut to shape.

**INSIGNIA** displays keylines in **Magenta** or **Green**, these lines will not be printed they are for illustration only.

## Bleed

Your artwork should include 3mm of colour bleed outside of the keyline, this ensures no white space will appear at the edge of your labels. See Below...



Leave a minimum of 1mm between the inner edges of the cutter guide and important print elements.

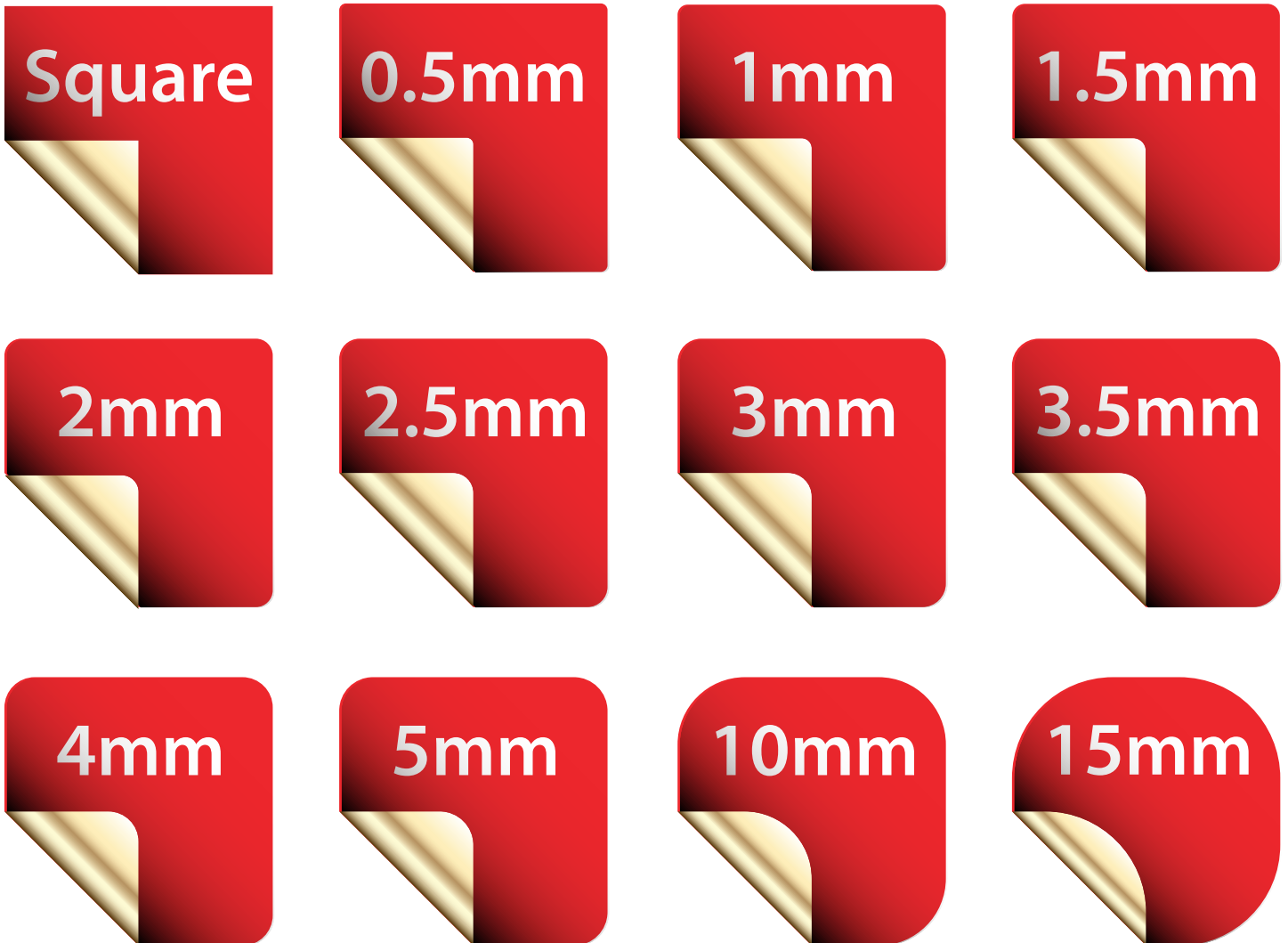
Depending on the print process you may need a cutter manufacturing, we have a stock of existing cutters to which we can often closely or accurately match, and use free of charge. For short run labels we pride ourselves on being able to provide labels of any shape... literally! Please ask for further details.

Page 4 is a corner radius chart for illustration purposes.

# CORNER RADIUS CHART

Labels from **INSIGNIA** can be supplied in practically any shape. With a stock of fixed die cutters and digital plotter technology your labels can be a perfect fit.

Some common corner radii are shown below...



INSIGNIA can produce labels to any shape or size, please contact us if you have specific requirements.

## Proofing

### Print Proof

Once you have sent over your artwork we will embed a keyline and send you a PDF proof over email. This form denotes what your labels will look like, quantity, sorts & colours to name a few. If you are happy with everything on this form please sign, date and return this form to **INSIGNIA**.

### Press Proof

A press proof is a hard copy sample of your label run on exactly the same machinery your label order will be run on. It will also be on the same substrate. Press proofs will incur an extra charge. If exact colour is integral in your design we strongly suggest that you get a press proof before going to print. Again this will need to be signed off once approved.

No order will be processed until a proof has been authorised.

INSIGNIA strives to make labels of only the very best quality, if you need to talk to someone for advice or support please feel free to contact us...

- [info@insignialabels.co.uk](mailto:info@insignialabels.co.uk) • tel: 01273 651011 •

The final page of this guide is a rewind chart, if you are machine applying your labels they will need to come off the reel in a particular way, please let us know what lead you need.

# LABEL REWINDING CHART

Labels from **INSIGNIA** can be supplied in many different ways, if you are machine applying your labels you may need to have them supplied in a particular wind & lead.

See the images below for the options...



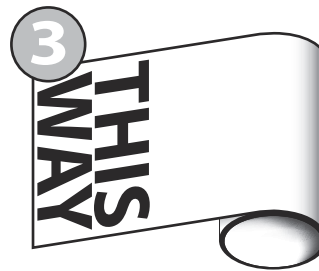
Outside Wound  
Left Hand Leading

Abbr: **OW LHL**



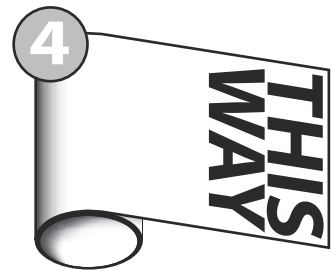
Outside Wound  
Right Hand Leading

Abbr: **OW RHL**



Outside Wound  
Foot Leading

Abbr: **OW FL**



Outside Wound  
Head Leading

Abbr: **OW HL**



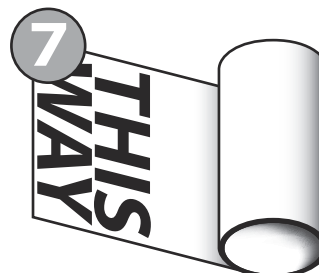
Inside Wound  
Left Hand Leading

Abbr: **IW LHL**



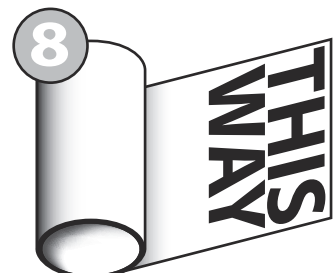
Inside Wound  
Right Hand Leading

Abbr: **IW RHL**



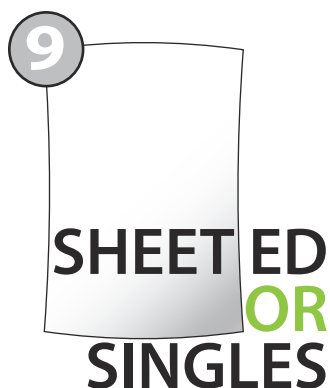
Inside Wound  
Foot Leading

Abbr: **IW FL**



Inside Wound  
Head Leading

Abbr: **IW HL**



Abbr: **SHEET**



Abbr: **HAND**