

# Guidelines for the Design and Supply of Artwork

## Artwork file format

Artwork files are acceptable in the following software, (in order of preference);

**Adobe Illustrator files   High quality PDF files   Photoshop files   InDesign Files**

We are, however unable to accept or work with the following files formats; jpeg, dwg, bmp, cgm, pct, pccx, svg, tga and wmf.

## Receiving files

Artwork files can be sent by email, We Transfer or Dropbox. Files can be emailed to our sales department at [sales@label-form.co.uk](mailto:sales@label-form.co.uk). If using dropbox please share the link to [kirstyd@label-form.co.uk](mailto:kirstyd@label-form.co.uk), and if using We Transfer, files of up to 2GB can be sent for free.

## Pictures and Fonts

Where possible, customers should send fully outlined artwork or any fonts included in the artwork (it is legal for a customer to send any fonts provided they remove them from their system, and as long we do not carry out any corrections using these fonts on the system - check this maybe laws have changed). If there are any problems our art department can offer a similar font if needed.

Any picture files included in the artwork need to be sent along with the artwork or embedded in the artwork to avoid any broken links when opening and preparing the file for print.

## Cut lines, Bleed and Colours

Artwork should be supplied with a clear cut line, or crop marks to illustrate label size and shape. If any colours are to be printed right to the edge, artwork should include 1.5mm area or bleed around the actual label size with the image bleeding off (see Diagram A). Wherever possible, the printed area should also be 1.5mm away from the inside of the cut line (see Diagram). Please also include any information regarding spot colours to be used, or parts of the design to be foiled. If a customer is unsure of particular spot colours, a sample can be sent to our sales team for colour matching. With regards to design, our sales team are happy to answer any questions or advise the customer on anything regarding colours, cutters, foil, embossing etc.



## Proofs and Further Artwork Enquiries

Customers are provided with a PDF proof of artwork for their approval and if any other types of proofs are required options can be discussed further with the sales team.

If you have any further questions regarding how to supply artwork our artwork department can be contacted in the following ways;

**Telephone : +44 (0) 1628 593309**

**Email : Kirsty Duncan [kirstyd@label-form.co.uk](mailto:kirstyd@label-form.co.uk)   Daniel Taylor [danielt@label-form.co.uk](mailto:danielt@label-form.co.uk)**