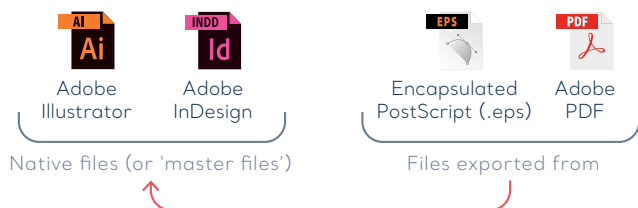


Supplying Artwork

This checklist has been created so we can achieve the best possible print result for you.

We accept the following file types



Not these file types



We will reject or charge recreation fees

1

Organise graphic elements within your artwork file

SIZE

- Your label must be the correct size. See the dimensions on our quote to guide you.

TYPE & DESIGN ELEMENTS

- No type is smaller than indicated in the 'Min. Type Sizes' table below
- No line thickness is less than indicated in the 'Min. Line Width' table below
- Any print that goes to the very edge of the label must bleed off no less than 3.0mm wide
- No type is within 3.0mm of the edge of the label

COLOURS

- All colours are appropriately named in the colour palette
- Colours not used in the artwork are removed from the colour palette
- The dieline is clearly indicated by a spot colour named 'CUTTER' (Eg. 100% Magenta or 100% Cyan - dependent on artwork)
- If a white ink is being printed it is indicated by a spot colour (Eg. 20% Cyan) and named 'WHITE'
- If a spot gloss is being printed it is indicated by a spot colour (Eg. 20% Yellow) and named 'Spot Gloss'
- All black drop shadows are single colour black / greyscale
- No white objects (0% fill) are set to overprint

Min. Type Sizes	Positive	Reverse
Serif	5pt	6pt
Sans Serif	4pt	6pt

Min. Line Width	Positive	Reverse
Line	0.2mm	0.3mm

2

Organise elements that have been placed into your artwork

PLACED IMAGES (i.e. photos)

- All placed images are supplied or embedded
- All images have a resolution of 300ppi or greater
- There are no RGB images used

BARCODES

- Barcode number and family is supplied (where applicable)
- Barcode has not been reduced by more than 80% magnification
- Barcode has not been distorted or warped
- Barcode complies with GS1 standards (www.gs1uk.org)

3

Organise file structure, name, and format

FILES

- All unused layers are removed from final files
- All files are appropriately named
- All linked files are supplied or embedded
- All fonts are supplied or converted to paths
- Artwork files supplied have been created in any of the following programs: Illustrator, InDesign

Note: We do not accept artwork supplied in Adobe Photoshop, Microsoft Word, Powerpoint, Publisher, Paint or any other non-graphics program file formats.

COLOUR STANDARDS

- Any hardcopies to be referenced for colour must be supplied when you place your order. Supplying colour standards after proof approval is too late.



Large artwork files can be transferred to our Pre-press Department via WeTransfer.

1. Go to www.wetransfer.com
2. Add your files
3. Enter studio@hinelabels.com for 'email to' and enter your email address as the sender.
4. Add a message; an indication of your order number or our Quote reference will help us know what the files are for!
5. Click the 'Transfer' button
6. Once you have uploaded your files you will receive an email notification

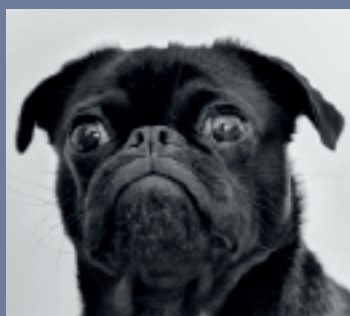
Artwork Quality

If you intend to create your own artwork, here is some important information to help.

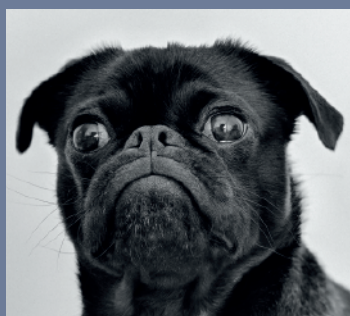
image resolution

Image resolution is the image quality. The more pixels per inch (ppi), the better the image will be. The minimum resolution we recommend for printed images is 300ppi.

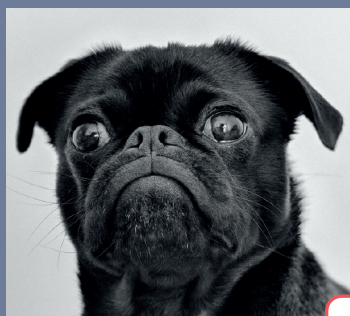
If you imagine dividing a square inch area into 300 squares, the detail will be so much better than if you divided it into only 72 squares. If you've only divided it into 72 squares, those squares will have to be bigger to fill the area and this is why a 72ppi image will look fuzzy and blurred.



72ppi (low resolution)



150ppi



300ppi (high resolution)



raster graphics

Photographic images or art created in photo editing programs (such as Photoshop) are referred to as raster graphics. They are made up of many rows of pixels and each pixel has its own colour.

Raster graphics have a fixed resolution when created and can typically be scaled down with no loss of quality, but enlarging a raster graphic causes it to look blocky and "pixelated."

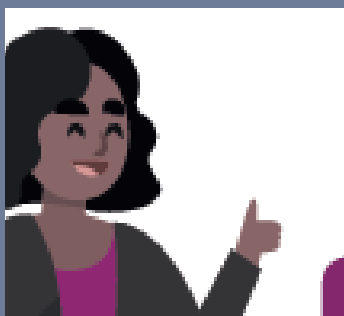
Common types of raster graphics include bitmap, tif, jpg and gif.



100% Raster Graphics(300ppi)



300% Raster Graphics (300ppi)



500% Raster Graphics (300ppi)

vector graphics

Unlike raster graphics, vector graphics (or line art) is comprised of mathematical coordinates which make up lines and shapes. These can be used to create simple drawings or complex graphics.

Because vector graphics do not use pixels, there is no resolution to worry about. This means graphics can be scaled up or down, from the size of a postage stamp to the size of a billboard, and detail will not be lost.

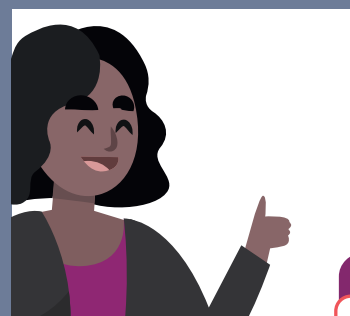
Common types of vector graphic files include Adobe Illustrator (ai, eps) and Adobe Acrobat (pdf) which have been exported from Adobe Illustrator.



100% Vector Graphics



300% Vector Graphics



500% Vector Graphics

