

ARTWORK SPECIFICATIONS

GUIDELINES FOR SUPPLYING ART



SOFTWARE/FILE FORMAT

At Craftsman Label, we use Adobe Creative Cloud to process our art files. Vector files are preferred. Please submit art in the following file types: .PDF, .AI, .INDD, .PSD, or .TIF.

SUBMITTING ARTWORK

To ensure that your project flows through the printing process smoothly, please refer to our art file checklist and diagrams below.

- Submit your artwork at 100% of the requested size.
- Ensure raster images maintain a minimum of 300 DPI for the best print quality.
- Save the document in CMYK color mode. Files submitted in RGB, our team will convert them to CMYK, which may cause unexpected color shifts.
- Include the **cut/die line** on a separate layer labeled "die line".
- Provide the art with a 1/8" **bleed** on all sides.
- Allow for a **cut margin** inside the cut/die line for all text and design elements. This ensures that important images or text print inside of the safe area. See the chart below to determine what size cut margin your project will require.
- Convert all fonts to outlines.
- Embed all links in the art file.
- Flatten the image if the file is a .PSD or .TIFF.
- If your design requires we print white ink, include a separate layer in the art file labeled "white ink."
- Include a .JPG, .PNG, or .PDF along with the art file for visual reference.
- Specify any Pantone colors that you'd like to match to.

CUT MARGIN GUIDE

