

Specs for supplied art (Digital)

- Illustrator, InDesign, Photoshop
(*Illustrator preferred!*)

Design considerations:

- Border must be .125" minimum thickness to edge of die if it bleeds
- Border must be .125" from edge of diecut if it does not bleed
- Art bleeds, please allow .125" on linked images
- Type - minimum size 5 pt regular, or 6 pt reverse
(*Avoid reversing serif type*)
- Stroke - minimum size .5
- Screen minimum 10% or maximum 90%
- Trap - do not trap
- White - **We CANNOT print white ink**, design so white will be the color of the label.
- Provide a copy or embed all placed images
- Images - 300 dpi CMYK

Margins:

- Minimum 1/4" for copy - No copy beyond this point

Fonts:

- Send a copy of the fonts used unless type is outlined
- Do not apply font attributes within an application.
(*Example: Bold, Italic, etc.*)

Colors:

- Use Pantone Coated library unless Uncoated is required. Convert all spot colors and RGB to CMYK.
- Remove unused colors in color palette

Format:

- High Quality Print PDF - Embed all graphics and images

Submitting Files:

- Email files to Todd Ness at toddn@northernplainslabel.com or request a dropbox link to securely upload your files. If you have questions regarding your files, call Todd at 701-526-3120

Contact:

- For any questions regarding your order, contact Tony Desharnais at tonyd@northernplainslabel.com or call 701-277-1978

