



LabelForce
making reputations stick

Print Requirements

File Formats: Illustrator or press ready pdf. See table below for more detail.

Bleed: Minimum 3mm.

Resolution: Photos should be at least 300 dpi for best results. All line art or bitmap images should be 600 dpi or higher. Photos and logos taken from the internet are not acceptable for commercial print as they are typically 72 dpi. Please remember that images should be 300 dpi at actual size and not upscaled when placed into your design.

Colours: Ensure all documents use CMYK colour modes, NOT RGB. Ensure all placed images are CMYK as well, setting your native file to CMYK colour mode does not override the placed images colour modes. If using PMS spot colours, please specify clearly and remove all unused PMS swatches from documents.

PDFs: High Quality or Press Quality required. Before exporting your PDF, please ensure that the colour space is set to CMYK and not RGB in the native programme that you used to create your design. Include trim marks. Include bleed. Embed all fonts. Please supply Photoshop files for all images, including those that are embedded. **Please note:** It is not possible for us to make any changes or corrections to PDFs if fonts are not embedded.

Native Files: Package your document together with all links (images, logos etc.) and fonts. Please supply a PDF or Hard Copy as well, for us to compare the document against.

Die Lines: Specify as an appropriately named spot colour & place on a separate layer.

Varnishes: For spot varnishes please supply a native file e.g. Illustrator and specify as an appropriately named spot colour and place on a separate layer.

File formats we accept	File formats we don't accept
Adobe InDesign (will incur file conversion fees)	Microsoft PowerPoint
Adobe Acrobat PDF (High Quality or Press Quality only)	Microsoft Excel
Adobe Illustrator	Microsoft Publisher
Adobe Photoshop	Microsoft Word (can be used for text only. No photos, drawings, charts etc.)

Please note: Whilst it is possible to export your document into a PDF format from the above unacceptable programmes, they are set to default to RGB and this will cause problems later in the process. Please see section on CMYK and RGB overleaf for more detail.

Top 5 no no's when supplying files

- ✗ Using images and logos taken from web pages.
- ✗ Supplying RGB files.
- ✗ No bleed.
- ✗ Supplying low res screen PDF's.
- ✗ Supplying Microsoft Word documents for complex design work.