Digital Artwork Guidelines

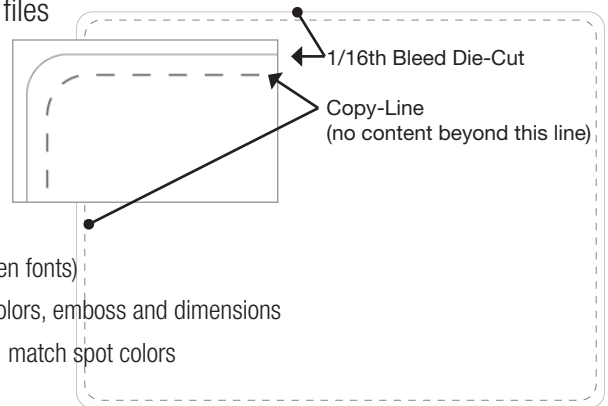**Rose City Label Company: Portland, Oregon**   **503 777.4711**

FILE TYPE

Rose City Label utilizes Adobe Create Suite Products and recognizes Adobe Illustrator as the Industry Standard Software for packaging design.

If labels are created in another program, please consult with us as Artwork Charges may occur.

CREATING FILES

- Create a layer for call outs, die-line, foil, emboss, artwork, type and background
- Call out all ink colors, emboss, foil colors, size and die line
- If linked images bleed off label, please provide a bleed of 1/16" beyond die line
- Scale, crop and rotate PhotoShop files before importing into Illustrator
- Use **For Position Only** (FPO) for UPC code. Our pre-press department will create actual bar code
- Eliminate all unused elements and colors in files
- Keep all elements 1/16" within the die line

1/16th Bleed Die-Cut

Copy-Line
(no content beyond this line)

WHAT TO SEND

- Linked or embedded PhotoShop files at 300dpi
- Outline all Fonts or send fonts (both printer and screen fonts)
- Composite PDF with call-outs for all ink colors, foil colors, emboss and dimensions
- Color print for images and color swatches for special match spot colors
- Label positioning (relationship of front to back label)

CHECKLIST

- Does label fit on your product?
- Do you want us to match color?
- Foil specification
- Stock specification

FILE UPLOAD

- Please Compress your DigitalFiles
- Website Upload: http://www.labelprintingportland.com/upload-artwork/
- If you prefer to upload your files to our Dropbox, please eMail me for instructions

Please contact Lisa if you have any questions. Email: lisah@RoseCityLabel.com