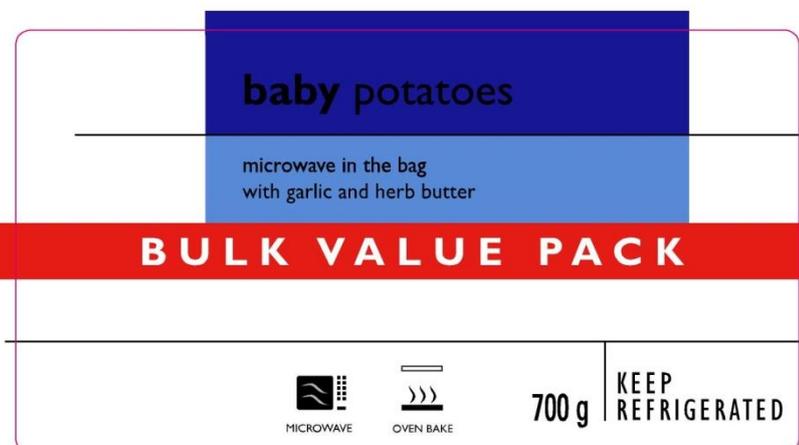
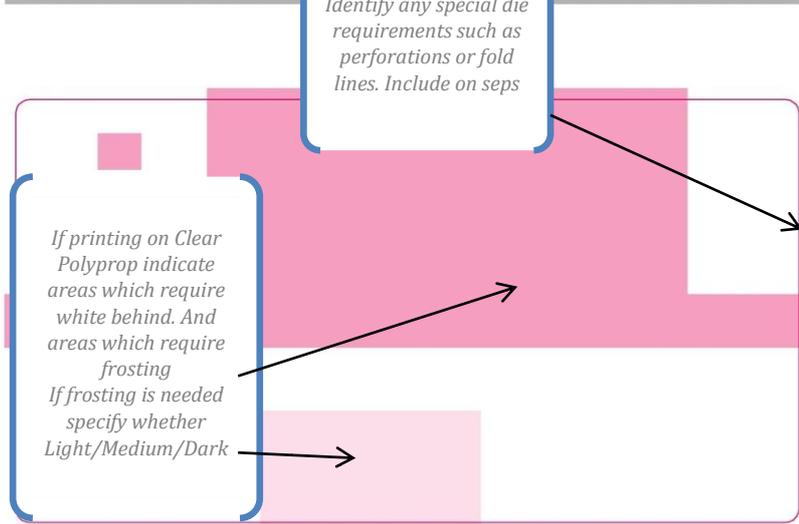
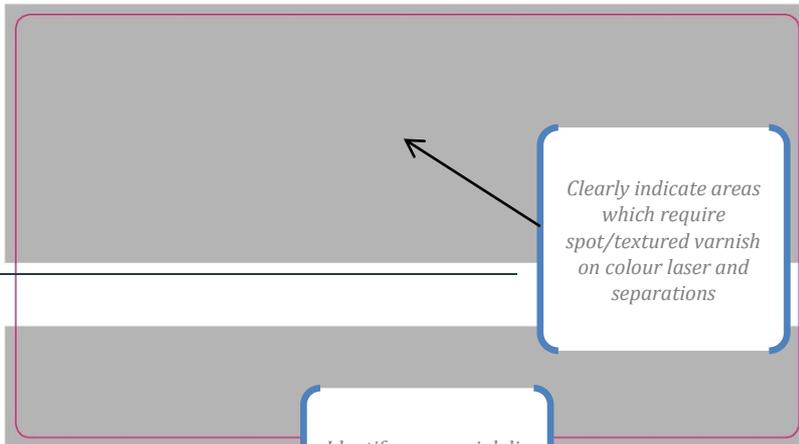


# ARTWORK GUIDELINES

Please try and follow the guidelines listed below when supplying artwork for new ranges or labels. Clarifying the design in this way will result in fewer errors and a higher quality label.



## Label Size:

**Material** – clearly identify the material type, examples include:

1. Dairyfilm
2. Gloss Clear Polyprop
3. Semi gloss Paper
4. Cast Gloss Paper
5. Thermal
6. Specialised Papers

**Finish**, including:

1. All varnishes
2. Laminates
- 3 Reverse printing on adhesive

Identify all **colours**. A maximum of 6 can be selected for the artwork unless otherwise discussed with the printer.

The following additional processes count as a colour:

1. Matt Varnish
2. Textured Varnish
3. Spot Varnish
4. Frosting (Light/Medium & Dark)

If further **specialised processes** are required indicate their location on the colour laser, these include:

1. Foiling – indicate the foil type required
2. Embossing
3. Silkscreen – indicate the colours
4. Highbuild
5. Reverse Printing – on backing or adhesive
6. Peel&Read

**Software:** Please indicate which program was used to create the artwork

**Client:** Indicate customer

**FTP:** Indicate the date the artwork is sent through to printers

## Our Graphic Specifications:

1. Standard Line screen of 133#
2. Minimum of 80% magnification of barcode – unless otherwise requested
3. Minimum line thickness of 2 point
4. Minimum text height of 5 point
5. Minimum corner radius of 1mm unless otherwise discussed with your representative

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## ARTWORK REQUIREMENTS

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1. Please supply a composite proof and separations with the disk. This will speed up processing time
2. All fonts must be supplied on the disk

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## PROOFING

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1. A proof of the artwork will be supplied for all labels
2. A laser proof or jpeg is standard for spot colour jobs as these will be matched on the press
3. An EFI proof is supplied for CMYK matching. This proof is fingerprinted to the conventional machines and will replicate the press result for halftone work. Any spot colours indicated on the EFI will be matched on the press.
4. A digital proof can be supplied on request for digital jobs.
5. Approval in the form of a signature indicates that the all the copy, design and sizing aspects of the proof have been validated

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## COLOUR MATCHING

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1. Rotolabel uses the universally recognised Pantone Matching System for spot colour work
2. Images are best printed using process colours – Cyan, Yellow, Magenta, Black. These will be matched on the press against an EFI Proof, previously printed sample or can be signed-off at the first run by the customer
3. Rotolabel will not match a customer supplied colour laser on the press. We will supply an EFI or invite you to come and pass on the press.
4. If we need to match colour to samples of material printed in different processes – i.e. litho/flexo – please submit samples to match with your artwork

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## DESIGN CONSIDERATIONS

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1. If originating a label with 7 colours please contact the printer prior to submitting artwork
2. Frosting, Spot Varnish and Matt Varnish all require a unit to print, and need to be taken into consideration when selecting the number of colours.
3. Consistency in colour matching is best obtained when selecting Pantone colours for solid areas, as opposed to designing only in CMYK
4. Try to avoid reversing text out of CMYK, or creating fine text using CMYK. If necessary grip the text with a black line to avoid possible register movement
5. If using vignettes try to ensure that it is carried to the edge of the artwork. This will prevent a hard line when printed.
6. Should the die require any special perforations or fold lines please indicate this clearly on the composite proof supplied.
7. Should you have any technical concerns regarding the artwork please contact a representative so that they can advise the best fit for your design and our print capabilities.