

Some DOs and DON'Ts in preparing artwork for labels.

DO

- Check with our Customer Service for available die sizes before you begin to layout your artwork.
- If you scan a photo, scan it at 300 dpi (dots per inch) if it is being used at 100% scale. If you are planning to double the size when you place it, scan at 600%.
- Send us your word processor file - we can use your layout and formatting. It will save time and money since we do not have to retype.
- Keep plate costs down by keeping common design elements, such as a logo, in the same place on each label in a series.
- Keep revisions and costs to a minimum by being absolutely sure of all the wording you want on your label before sending us the details.
- Keep it simple and get your message across.

You can speed up production time on your label by creating your design using the word processor of a basic program. Please note that this cannot be digitally converted to usable artwork, but it will greatly decrease the time it takes to efficiently recreate your label and reduce mistakes.

DON'T

- Don't use low resolution (72 dpi) scans or photos.
- Don't cramp too much artwork or text into a small area.
- Don't spend time creating intricate color logos in a pixel-based paint program (like PhotoShop) if you want them to print in spot colors (specific named colors like ReflexBlue, Pantone 349, Red).
- Don't use artwork copied off the Internet - the resolution is too low and it doesn't print well (and it is probably copyrighted).
- Don't use type smaller than 4.5 Point.
- Don't get too close to the edge of the label - copy must be 1/16th" away from edge.
- Don't use too many colors - this increases your costs and does not always improve the look.
- PLEASE - do not set type or layout your label in PhotoShop, compose your files in Adobe Illustrator. JPG and GIF files cannot be used to produce labels.

We will gladly design and format your label for you; ask your Customer Service Representative for details.

Please use your **BACK BUTTON** to return to Mister Label's Web site.