

# Artwork Guidelines

## Acceptable File Formats:



Adobe Illustrator  
(version CS6 or earlier)  
our preferred format



InDesign  
(CS6 or earlier)



Photoshop  
(CS6 or earlier)



Adobe Acrobat 10 Pro  
(Editable, Hi Resolution)



Quark  
(9.1 or earlier)



Freehand (MX)

## Layout:

- Please show a clearly identifiable die line
- Artwork must provide a minimum .0625" bleed
- Minimum border weight: .0625"
- Minimum safe zone margin: at least .0625" in from die cut edge
- All text, images, logos, etc. must be kept at least .0625" inside the edge of the label die line, also known as a safe zone. Anything left close to edge may be cut off during die cutting.

## Links, Fonts:

- All linked, placed or embedded artwork must be supplied as a separate file in its native format. This is required for prepress purposes.
- Include all fonts used in your document. If text must be converted to outlines, keep in mind that it is no longer editable.

## Artwork created using Photoshop:

- Please provide original, layered (unflattened) PSD along with embedded or placed links. This gives us the ability to apply color corrections, separate vector art, or revise separations if necessary for improved print quality.
- Remember to include the minimum .0625" bleed in the image size
- Convert all RGB colors to CMYK
- Resolution must be at least 300ppi
- Please do not use Photoshop to generate small text elements. Instead, link the Photoshop file to a program better suited to text layout (i.e.: Illustrator, Quark, InDesign, Freehand)

## Acceptable file medias:

- E-mail, CD ROM/DVD or FTP site

## Artwork by E-mail:

- E-mails should be directed to your Account Representative so they may document receipt and direct it to the Art Dept. for Preflight.
- It is helpful to stuff or zip files first as to compress the size of the E-mail and prevent any corruption that occurs when transferring artwork electronically.

## Artwork using an FTP Client:

- Please email your account representative or Dion Info at dionlabel.com for our FTP site information.
- Save all files inside one folder. Folder sent must be saved first by company name, then by product information.
- It is helpful to stuff or zip files first as to compress the size of the E-mail and prevent any corruption that occurs when transferring electronically.

## Additional Information:

- When sending us your artwork: the more information, the better!
- File name and creation date should appear on all files if possible.
- When possible, please supply a hard copy. This is to assure that text does not reflow and that the artwork supplied is complete.
- All incoming art files will go through Dion's Preflight process to ensure that your job will proceed quickly and smoothly with no unexpected "surprises".
- Specifying the PANTONE or Process colors in your document is helpful in ensuring you get exactly what you want.
- Digital printing utilizes process color separation plus Indichrome® colors, including white. Some Pantone® colors convert to process better than others (refer to the Pantone® Spot to Process Color Guide). Also, metallic inks are not yet available for digital printing, but may be achieved using foil substrates and alternative ink combinations.
- Please keep the original and send us a copy of your artwork in case of corruption.
- If these guidelines are unclear to you, please provide us with the contact information for your graphic artist or agency.
- It is best to provide this information to your service provider or designer prior to initiation of design.
- *If your artwork is not compliant with the above guidelines, additional charges may be required.*