

Artwork

In order for your labels to be as great as possible, it's important for us to be provided with suitable artwork files that can be fully utilised.

We work using 'vector' artwork which enables us to resize and adjust colours and shapes while maintaining precise edges and details. Common image formats such as JPEG files are not suitable as these are 'bitmap' files which will reduce in quality with changes to size or colour.



Vector Artwork from an .ai file



Bitmap Artwork from a .jpg file

As shown above, while both may look fine originally, the bitmap artwork on the right becomes pixelated when it is enlarged. While any photographs that are used in your labels will inevitably be image files, other elements such as text and logos will work best if they are in a suitable vector format.

File Types

Artwork Checklist



✓ Adobe Illustrator (.ai)

These files use vector artwork, and we use Illustrator to create artwork proofs and print files. This is our preferred file type to receive.

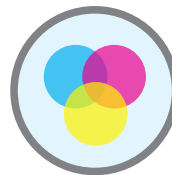


We may not have the fonts used in your artwork, and substitutes could drastically change the look of your label. Make sure to either convert them to outlines, or send us the font files.



✓ PDF Files (.pdf)

PDF's are suitable for use, providing they have been exported from Illustrator. Exporting bitmap files in Photoshop to a PDF is not suitable.



Converting from RGB to CMYK and Pantone colours can cause big changes in colour reproduction and negatively impact your label design, so try to ensure you use CMYK settings.



✗ Images (.jpg .png .gif)

Image files can only be used for digital printing of photos and must be high quality (300 dpi). They are not suitable for other print processes.



Make sure that all files used in your label design are fully embedded in the artwork file. Don't flatten the document to reduce the file size as this may result in us being unable to edit it.



✗ Adobe Photoshop (.psd)

Photoshop is used for the editing of bitmap files, so this is still an unsuitable file format. If you are creating shapes or text, use Illustrator instead.



If your label has high resolution images at the edge of it, there will need to be a bleed of several millimetres on the image. This ensures that there are no printing gaps when your labels are cut.

Unsuitable files may require additional charges to prepare for print. We can design labels from scratch in some scenarios - get in touch to discuss with our team.