

ARTWORK REQUIREMENTS



ACCEPTED FORMATS

Native files are preferred over PDF files.

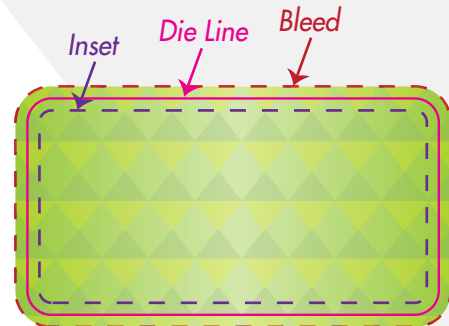
Ai Adobe Illustrator CC 2018 - Preferred
• Ver. 24 or below - saved as AI or EPS

Ps Adobe Photoshop CC 2018 - Accepted
• Ver. 21 or below - saved with layers, TIFF, EPS or PSD - 300 dpi @ 100%

BLEED / INSET

BLEED: A minimum 1/16" (0.0625") bleed is required when the art is to extend to the edge of the label.

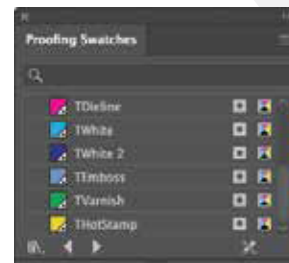
INSET: All critical art, text and borders must be inset a minimum of 1/16" (0.0625") from the edge of the label.



COLORS

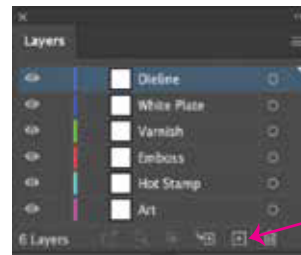
All files must be in CMYK color mode. If a file is sent to us in RGB color mode we will convert it to CMYK and some color shifting may occur. Registration Black (100c, 100m, 100y, 100k) should not be used. Use 60c, 40m, 40y, 100k for Rich Black. Overprint should only be applied to white plates and die lines. Please do not use overprint in the art.

Swatches for various art features must be named accordingly: TDieline, TWhite, TWhite 2, TEmboss, TVarnish, THotStamp.



LAYERS

Name layers accordingly: Dieline, White Plate, Varnish, Emboss, Hot Stamp, Art. Any unused or hidden layers/images should be deleted.

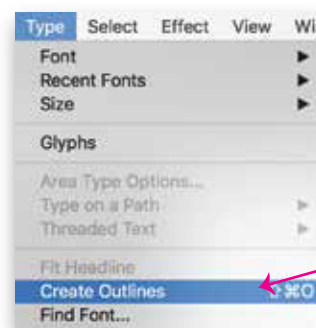


Keep artwork organized by using layers. Click here to create a new layer.

FONTS

All text in final artwork should be submitted with fonts outlined (converted to curves or paths). Due to font licensing, we cannot accept font files. Keyboard shortcut for outlining fonts for PC = Ctrl Shift O. Keyboard shortcut for outlining fonts for Mac = Command Shift O with text selected.

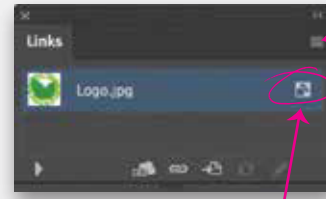
Text will no longer be editable once outlined. Outlining fonts will convert text into vector shapes.



Make sure all text is selected, then click Create Outlines.

EMBEDDED IMAGES

Please embed links or supply images with your submitted artwork. All images should be in CMYK format. Minimum resolution of 300 dpi at actual printed size. Files over 300 dpi won't produce better images.



Select the images that need embedded then click here and select "Embed Image(s)."

This icon means the image is embedded into the file.

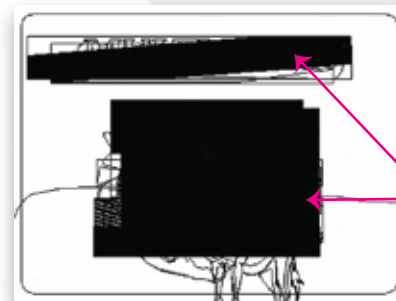
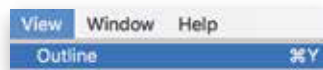
COLOR MATCHING

A PMS color number must be specified for us to match, and Century only matches PMS Coated colors (in the Pantone+ Solid Coated color book). We do not match PMS colors in other color books such as Solid Uncoated, Pastels & Neons, Metallics, etc. If you have created a custom color, please send the CMYK color build. *Note: we use current editions of the Pantone® Color Book for color matching. Pantone colors will be printed in CMYK equivalent for 4-color process orders. Century Label attempts to accurately match Customer color samples or requirements, but due to the differences in printing processes and unknown color Quality Control parameters of previous vendors, Century Label does not guarantee 100% color matching. If a Customer deems its order to be "color critical," Customer shall be fully responsible to request, examine and approve a press proof before production run. Digital PMS Colors: Not all PMS colors can be matched 1:1 as the digital printing of PANTONE colors are simulations of their mixed ink counterparts. We cannot match RGB color builds or guarantee custom color builds to match the color you see on your monitor.*

VECTOR ART

If there is a complex vector image that is made up of excessive points in the artwork, please convert the vector image into a raster image before submitting the artwork. Proof may possibly be delayed if CMC Graphics needs to convert images to a raster image.

To view points in artwork, click "Outline" in the View menu.



Examples of excessive points in vector images that should be converted to raster images.

VARIABLE ART & AUGMENTED REALITY

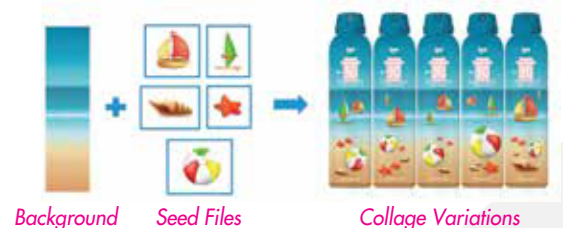
MOSAIC

Mosaic generates many variations from portions or parts of one Seed file. Seed file should not exceed 3MB and should not have over 100,000 vector points.



COLLAGE

Collage randomly generates variable images out of several Seed files that are combined together in each Collage variation. Seed files should not exceed 1MB and should be sent as a PDF with a transparent background.



AUGMENTED REALITY

Tracking image must be backed in white and be no smaller than 1"x1". Larger images will produce a more stable experience. Tracking image area must be visible to device's camera without moving or rotating image. Video should be no larger than 15MB.

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