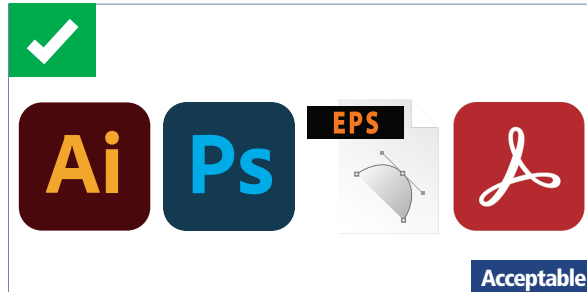# Artwork Requirements
A guide to providing your artwork

Label Power

Which file types should you send?

We DO accept:

Adobe Illustrator CC or earlier (.ai), Adobe Acrobat v10 or earlier (.pdf), Vectorised file (.eps). Photoshop file Layered

Ai **Ps** **EPS**

Acceptable

We do NOT accept:

JPEG, QuarkExpress, Publisher, CorelDraw, MS Word and MS Excel.

JPEG

Not Acceptable

If in doubt, please seek out advice from our art team on: 1300 727 202 or email: art@labelpower.com.au

General

- Artwork colours should be clearly defined. Colours need to be CMYK (four colour process) and/or PMS (Pantone) colours. If artwork is in spot colours, please make sure PMS numbers are specified. **All blacks should only be 100% K**

- Die line or trim marks are to indicate the correct size of the final print. A minimum if 2mm bleed is to be added for any colours/images that butt against the die line.

- We recommend that all logos and line art be supplied as vector (.ai .eps .pdf) files.

Images:

- When the artwork contains full colour images we recommend that they be supplied as separate high resolution TIFF files. All files should be supplied in CMYK colour at 300dpi. Image files in low resolution are not acceptable for reproduction.

Programs not suitable for supplied artwork:

- QuarkExpress, CorelDraw, Microsoft Publisher, Word and Excel are not suitable files.

- To recreate artwork from the files mentioned above, an extra charge will apply.

Colour matching:

- Always supply artwork in the correct number of colours quoted. All blacks must be 100% K.

  We recommend you use a Pantone colour matching book (available from art stores) to choose colours. Colours on your monitor and from regular (laser/inkjet) printers are inaccurate.

- Please advise the Pantone colours you have used when placing your order.

Sending us files:

- Emailing artwork is preferred, providing the size of artwork is small enough to send. Please email art files to your sales representative.

- If files are too large to email: Please contact art@labelpower.com.au, we will provide a solution. A free service such as wetransfer.com for large files can be used.

Fonts

- If supplied artwork needs editing or text to be created all fonts must be supplied. If editing is not required by Label Power then all fonts MUST be converted to outlines.

Please remember...

- If these requirements are not followed, it will mean that changes to your artwork will have to be made and this may result in a delay to your job. To avoid this, please follow these requirements carefully and if unsure simply contact the Art Department on 1300 727 202 or email: art@labelpower.com.au.

No artwork?

- When requesting artwork to be re-created, please supply us with a printed sample of the label.

- Our art department can come up with the perfect design for your label based on your brief.

- If artwork needs to be designed, re-created, or amendments need to be made to existing artwork, charges will apply. Our current rate is $95/hour + Gst.

PLEASE NOTE: We do not take responsibility for the quality or copyright licences or laws of the images supplied to Label Power.

Supplied files & tips for a great result.

✅

All black is 100% K
C-0, M-0, Y-0, K100

Australia's leading label manufacturer and printer supplier.

We print high-quality full colour labels and provide cost-effective labelling solutions so you can print your own labels on demand. With offices in Brisbane, Sydney and Melbourne, we have you covered Australia wide.

The Perfect Label for
Wet Beverage Packaging

Produced by
Label Power Pty Ltd
Tel 1300 727 202
+617 3710 7000
6 Colebard St West
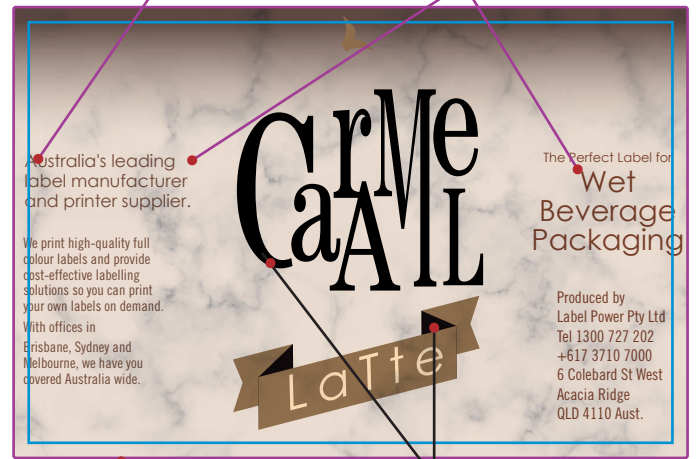Acacia Ridge
QLD 4110 Aust.

2mm bleed around all edges

2mm safe distance from the die cut to avoid items being trimmed off

Pantone colour supplied if colours need to be matched

❌

No safe clearnace allowed possible risk of items being trimmed by the die cut

This colour has been supplied in a mix of Pantone & cmyk colour. The will cause noticible shift in colours when printed.

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No bleed supplied
Die cut will leave a white edge

Blacks are not consistant and made up of mixed cmyk ie. C-37 M-33 Y-35 K100 & C-20 M-20 K-20 K100

When Supplying files that require white printing

✅

Silver Stock

LABEL ALE
Bright, easy apply label ale with a refreshingly sweet aftertaste.

Label Power
unique labelling solutions

Crafted and created at
Label Power Pty Ltd
6 Colebard St West
Archerfield, QLD 4108
www.labelpower.com.au

INGREDIENTS:
Australian Owned, 25 years.

Label Ale

350ml - 100% AUS.

🟦🟪🟨⬛ CMYK

Colours to become metallic
(no white printed under)

LABEL ALE
Bright, easy apply label ale with a refreshingly sweet aftertaste.

Power

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Label Ale

350ml - 100% AUS.

White

White ink is illustrated using a 30% mageta Spot Colour named 'White'

Areas that appear white will become the stock colour or appear metallic ie. Silver metallic stock

When Supplying files that require white printing on clear stock

✅ **Please indicate the transparency pertcentage of the colours.**

- Pink areas indicate how opaque the colours become. No white under a colour will make it appear transparent.
- White under colours always has a double pass to ensure a dense coverage on clear stock.
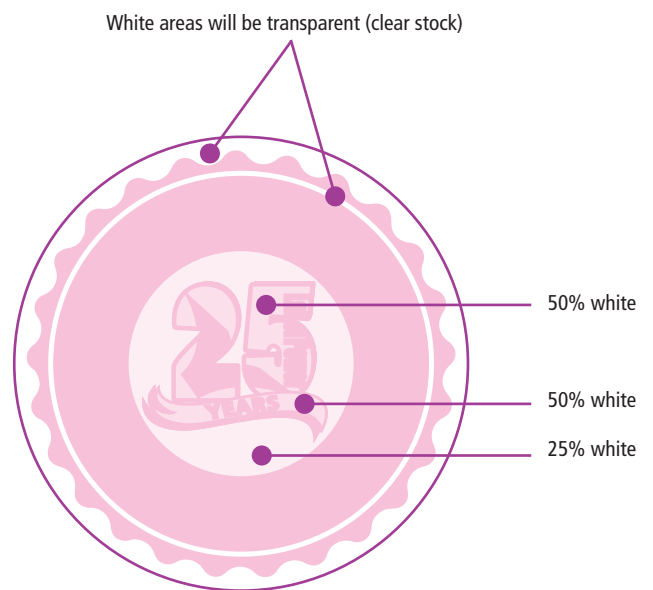
Example A

White areas will be transparent (clear stock)

CMYK

White

Example B

White areas will be transparent (clear stock)

CMYK

White

50% white

50% white

25% white