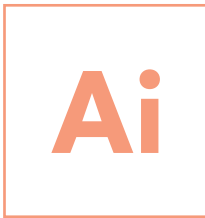**THE PRESS TOOLBOX**
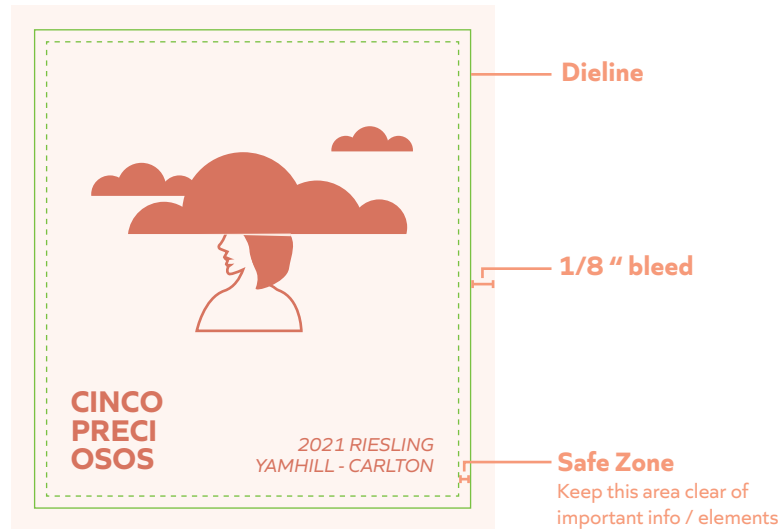
ART STANDARDS

ART STANDARDS

Ai **PDF** — File format must be in Adobe Illustrator (preferred) or a High Resolution PDF from Photoshop

Dieline

1/8 " bleed

CINCO PRECI OSOS

2021 RIESLING YAMHILL - CARLTON

Safe Zone
Keep this area clear of important info / elements

Here is a checklist of all our art requirements to ensure smooth sailing!

- [ ] **FILE FORMAT MUST BE: Adobe Illustrator or High Resolution PDF from Photoshop VECTOR files are always preferred for the best print quality.**
- [ ] **Images must be atleast 300 DPI**
- [ ] **1/16 in. of bleed on all sides. Easy way to add this is to +.125" to your height and width**
- [ ] **Allow for 1/16 in. of space inside the dieline to create a "safe zone"**
- [ ] **Please send 1 file with all type converted to outlines and 1 file with live text**
- [ ] **All links embedded**
- [ ] **Please call out embellishments (Foil, Emboss, High-Build, etc.)**
- [ ] **The file is in CMYK (if printing digitally)**
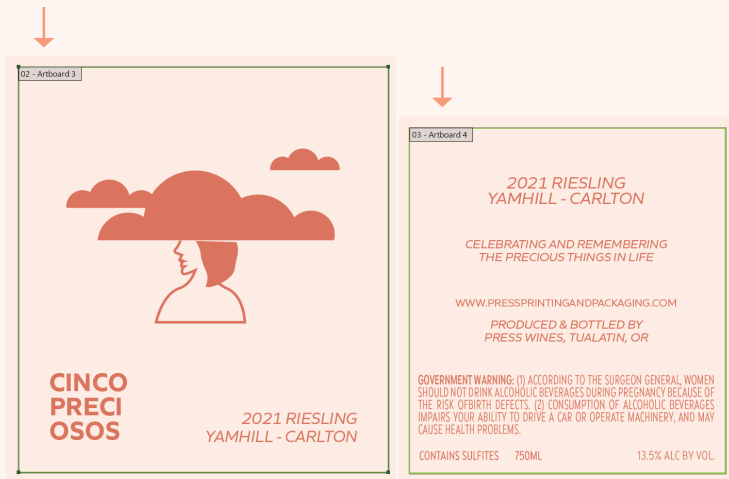- [ ] **Call out Pantone reference colors (Even on digital projects!)**

HOW TO PREPARE YOUR ART FILE

DEBOSS

HIGH BUILD SCREEN

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THE PRECIOUS THINGS IN LIFE

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GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES   750ML   13.5% ALC BY VOL.

Press PRINTING & PACKAGING CINCO PRECIOSOS FINAL ARTWORK	SIZE	COLORS TO TARGET	EMBELLISHMENTS
	Front: 2.49"H X 2.27" W Back: 2.12"H X 1.94" W Corners: 0.0156 in	PMS 7619 U PMS 7604 U	HIGH BUILD SCREEN DEBOSS

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See screen shot of a prepared art file above.
Include callouts and pull embellishments with the die line off to the side. The embellishments pulled off to the side do not need to be to size. They are there as a roadmap.

Layers	Libraries
DIELINE	
DEBOSS	
HBS	
ART	
INFO	

5 Layers

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Make sure you include embellishment layers to scale on top of the label art as well. (see above example)
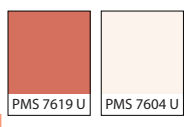
02 - Artboard 3

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03 - Artboard 4

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CONTAINS SULFITES   750ML   13.5% ALC BY VOL.

CALL OUTS

Special treatments, embellishments, specific colors you need matched?
Call them out!

See an example of our call out footer below.. We put this at the bottom of all our art files.

Press PRINTING & PACKAGING CINCO PRECIOSOS FINAL ARTWORK	SIZE	COLORS TO TARGET	EMBELLISHMENTS
	Front: 2.75"H X 4.75" W Back: 2.75"H X 2.5" W Corners: 0.0156 in	PMS 7619 U PMS 7604 U	■ HIGH BUILD SCREEN ■ DEBOSS ■ FOIL - KURZ 415

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SIZES & CORNER RADIUS

Call out the exact size!

Do not round up or down. Rounding the size will causes confusion in the long run.

COLORS TO TARGET

Even if you are printing digitally, please give us Pantone call outs to match to for those important colors.

Need a Pantone book to reference?
Come in and use ours!

EMBELLISHMENTS

Call out any embelishemnts you want!
If you're calling out a foil - please specify a foil color. Come in to see all the foil colors!

We love helping to engineer labels.
Let us know if you need embellishment advice. We can help get you the best bang for your buck.

BONUS! Why do we have the height before width? This is a standard practice in label printing because of how the labels are run on the press.
This can get a little confusing because everywhere else is WxH. To help reduce confusion mark your measurements with a 'W' for width and an 'H' for height