

Best choice for your own brand water Best choice for your own brand water



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ARTWORK GUIDELINES FOR WATER BOTTLE LABELS

<ul style="list-style-type: none">• Area for your own design/logo/pictures & messages is 58mm x 155mm - please add 3mm bleed to this.• Finished label size 58mm x 180mm• If you wish you can incorporate our template into your design – we will supply artwork	Standard area for water source, size and supply contact 25mm
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Clear Labels:

We can print on clear substrates. An additional file is needed for the white backing. This is needed to create a solid colour against the transparent background. However please change the white on the file to magenta so that we can see it. Eps or Ai files must be provided.

Artwork Files:

All documents need to be saved as EPS , Ai or Hi Res PDF. If any images are used, please make sure they are embedded in the document and placed at 100% with a resolution of 300dpi. All fonts must be embedded or alternatively convert all font types to outlines or supply the fonts.

Printing Process

Our print process is digital unless quantities are in excess of 10,000 labels – We will then print litho and match against pantone colours (Unless there is urgent timing factor)

The digital printing process is CMYK (full colour). If any PMS (Pantone) colours are used, please verify this on your purchase order. Include a laserprint of the documents. If a PMS colour is required, please advise the Pantone reference or failing that, submit a colour sample. We will endeavour to achieve any such colours from the CMYK set.

Supplying the files:

Files can be emailed to: promotions@justadrop.co.uk or studio@justadrop.co.uk
If it is a large file normally it can be zipped or ftp'd across.

Resolution:

All images used to be saved at 100% of the size of the artwork, in CMYK, minimum resolution 300dpi.

Proofs:

We will email a pdf proof for approval before production.

Other:

A £20 surcharge will be added if files sent do not conform to our specifications. Full colour press proof is available at an additional £40.

DIGITAL PRINT - ARTWORK ADVICE SHEET.

Digital print is growing in use when lead times are short and designs are new; in such circumstances the chain of events needs to be closely linked and these notes are intended to assist that process. It is suggested that designers supply a completed check list with files to minimise the frequency of errors in the process.

DEFINITIONS

Artwork Files:

Text and illustrations form the content of an artwork file. Digital print does not require colour separations or grips; only artwork files are required.

File Format:

These are best sent in EPS or high resolution PDF format with fonts outlined. Illustrator files are also acceptable. The designer can help greatly by ensuring the file is large enough to contain the detail; that fonts are supplied with the artwork and by checking files are fit for purpose before sending. More time is wasted in the file check & re-checks syndrome than at any other part of the print process and this is entirely avoidable.

Cutter Marks / Outline:

From files received a die cutter outline is overlaid onto the artwork by the printer to show the final label size & shape and the bleed and content as a proof for pre-press approval.

Pre-press Proof:

A PDF proof by email is the most effective proofing process. The designer must ensure the final PDF is accurate in line & tone.

CHECK LIST

	Cardinal Points Procedure to be followed.	Initial / date
1	Artwork is produced to the designers operating procedures that recognise the artwork requirement for digital printing.	
2	Files are sent to the studio@justadrop.co.uk in a PDF file with fonts embedded or outlined / illustrator file or high resolution EPS. They have been checked as complete files prior to sending.	
3	The JAD studio flight checks & produces a PDF proof with cutter marks for final approval and emails the client.	
4	The client should then check the PDF for errors. If all is correct then email JAD or studio with approval.	