evermine labels

Custom Art Specs

For the best-looking printed products with the smoothest ordering process, please follow these guidelines. Art not meeting these guidelines may delay printing and delivery. Some art can be adjusted by our in-house design team for a fee.

- **Bleed**: Please provide at least 1/16" (.0625") of bleed image all the way around. This is *extra* image that will be trimmed off. Without it, we cannot ensure a clean trim edge which may result in unwanted areas of blank material showing. It is important to save your art in such a way that this bleed image appears when we place it into our template. If you are unsure how to do this, get in touch and we can help!

- **Safety**: Please keep all important elements at least 3/32" (.09375") away from the trim edge. The more space we have between those elements and the trim edge, the better. However, we understand that some designs require very close positioning to the edge. In these cases, we will do our best but please know that these designs carry an added risk of elements being cut off or having an uneven appearance. This is especially the case with thin borders around artwork.

Raster images (tif, jpeg, gif, png, eps): These should be 300 ppi at final print size or larger. For example, if your label is a 4" square, your art should be 300 ppi and should measure at least 4.125" square to include bleed. Please note, these numbers are just a guide. Your art should also look good! No amount of messing with the numbers will fix art that is fuzzy and hard to read!

- **Vector images** (ai, pdf): Please follow these guidelines.
  - Outline all fonts.
  - Embed all linked images.
  - If applicable, place all die lines, crop marks, or perforation lines on their own layer.

- **Color space**: Please ensure your art is in CMYK. If you provide art in RGB, we will convert it for you, but we cannot guarantee that the colors will print as expected.

- **Text considerations**:
  - Minimum 5 pt. We strongly recommend not going smaller than this unless you are okay with the text not being readable without a magnifying glass.
  - Reverse type (white text on black or dark background) prints best in a larger or bolded font. Reverse type will print finer than how it appears on screen.
  - Small black type should be black only, not *rich black*, a black that is built with all four cmyk channels.

- **Custom shapes** (only available on rolls): Please email ai, indd, psd, or pdf files to info@evermine.com with:
  - Your custom shape die line, crop marks and/or perf lines on a separate layer.
  - All fonts outlined.
  - Linked images embedded.
  - If the above requirements are not met, we may contact the customer prior to printing to request updated artwork, which may cause a delay in delivery of the customer's printed products. Some art can be adjusted by Evermine designers for a reasonable design fee.