

# Custom Art Specs

## FOR PROFESSIONAL DESIGNERS

**For the best-looking printed products with the smoothest ordering process, 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.

Requirements for all art:

- **Bleed:** 1/16" (0.0625") image bleed on all edges. For example, the art for a 4" square should measure at least 4.125"
- **Safety:** All important design elements (text, borders, etc) must lie at least 3/32" (0.09375") from the label edge. However, registration will look best if this dimension is 1/8" (0.125").
- **Raster image requirements** (tif, jpeg, gif, png, eps): 300 ppi at final print size or larger. For example, if label is a 4" square, your art should be 300 ppi and at least 4.125" square to include bleed.
- **Vector image requirements** (ai, pdf):
  - all linked images embedded
  - all fonts outlined
  - die line, crop marks or perf lines (if present) should be **on a separate layer. That layer should be turned off (not visible)** so that these elements don't conflict with our house-generated print guides. Yours will be used as a reference.
- **Color space:** 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 prints best in a larger or bolded font (reverse type will print finer than it looks on screen)
  - Small black type should be black only, rather than a color build
- **Custom shapes** (only available on rolls): Please email AI, InDD, PSD or PDF documents to [info@evermine.com](mailto:info@evermine.com) with:
  - Your custom shape die line, crop marks and/or perf lines **on a separate layer that is turned off (not visible).**
  - 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 the Evermine designers for a reasonable design fee.