PREFERRED ARTWORK *REQUIREMENTS*

1

Special Effect Fonts:
If fonts are created with special effects, i.e. drop shadow, emboss, beveled, chrome, etc and the text is thick and bold, it is okay to save them in raster (tiff - jpeg - photoshop) file format. Make sure the artwork is a minimum of 300 ppi (pixels per inch)

5

Please consider **"BLEED"** area of the label when designing / providing artwork. Please provide a minimum of 1/8" bleed outside of die cut area.

Dashed line represents LIVE AREA- 1/16" for text

Label Artwork

GILLIGAN'S

SHREDDED COCONUT

GLUTEN FREE
100% VEGAN
OVEN BAKED
KOSHER

NET WT. 3oz. (85g)

CHANGE THE WAY YOU SNACK...

TREAT YOUR TASTEBUDS

ALL NATURAL SATISFYING BITE SIZED FULL OF FLAVOR

TRY GILLIGAN'S SHREDDED COCONUT AND YOU'LL GO BANANAS

3 HOUR TOUR FOODS
MADE IN USA
12345 STREET
ANYTOWN, CA 98765
WWW.LOTUSFLOWER.COM

Nutrition Facts
Serving Size 28 grams
Servings About 3
Calories 150
Fat Calories 90
*Percent Daily Values are based on a 2,000 calorie diet.

Amount/Serving		%DV
Total Fat	10g	**16%**
Sat. Fat	2.5g	**14%**
Trans. Fat	0g	
Polyunsaturated Fat	1.5g	
Monounsaturated Fat	5g	
Cholesterol	0mg	**0%**
Sodium	60mg	**3%**
Total Carb.	12g	**4%**
Fiber	less than 1g	**12%**
Sugars	5g	
Protein	3g	

Vitamin A 0%   Vitamin C 0%
Calcium 0%   Iron 8%

Ingredients: Roasted Cashew Nuts, Brown Rice Syrup, Cane Sugar, Roasted Shredded Coconut, Natural Flavor, Sea Salt, Vanilla.

CERTIFIED VEGAN   U PAREVE   Certified GF Gluten-Free

7 29328 00517 6

3

REVERSED OUT (WHITE) TYPE:
When layout has reversed out (white) type, it is best to choose the background in a single solid color, or no more than two (2) combined process colors. Use a thick font for better color registration.

PLEASE USE 100% BLACK FOR TEXT, BACKGROUND AND BARCODES

4

Fine Text: All fine text should be in Vector based format, one color or solid PMS color to achieve sharp edges and professional looking results. All fonts should be converted into artwork (outline), or ALL FONTS in the layout should be provided by the client to assure a quality finished product.

2
Photograph artwork can be raster (tiff - jpeg - photoshop) files. Make sure the artwork is a minimum of 300 ppi (pixels per inch) and in a CMYK format. RGB files are for internet and screen display purposes only. RGB is not for use in the printing industry.

- DO NOT supply text or fine text in Photoshop and DO NOT assign PMS colors in Photoshop - IT DOES NOT WORK!
- Hot stamp, emboss, foil area: best if artwork is in VECTOR format. If not, please have the art at least 1200 ppi and in grayscale.
- When files have multiple versions with link files of the same foreground image and variable background color scheme, please send the original Photoshop layered image with foreground and background layer separation. We need to be able to access the layers to make sure all the subsequent versions all share consistant color value throughout the entire series of versions.
- **IMPORTANT!!!! Artists: Please make sure all inks and objects are NOT selected to overprint. This decreases the chance of errors of the final printed label.**

PREFERRED FILE FORMAT

••• Adobe Illustrator (.ai, .eps or .pdf)
is the most preferred format. PDF files must be a minimum of 300 DPI. We can accept up to Illustrator CS6 version. To create outlined fonts using Adobe Illustrator: select text, go to TYPE in menu bar and select CREATE OUTLINES.

••• Adobe InDesign
files are also acceptable up to CS5 version.

••• For the PC users -
please create outline all the fonts so there is no font issues.

••• CorelDraw
files can be accepted when exported into .ai or .eps format with text created into curves.

Art Template_FOOD_2014