

# ART REQUIREMENTS

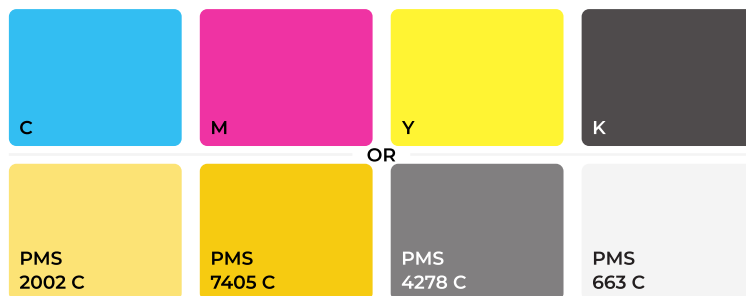
## 1. COLOR

### CMYK Values

Your file needs to be built within the CMYK colorspace, NOT RGB. RGB files do not convert well and will look muddy when printed, causing your brand colors to look off.

### PMS Values

Please send us any spot colors or brand colors as PMS values. Even if you intend to print your label completely CMYK, providing Pantone swatches as references will help us match your brand colors more accurately.



*If your brand uses special names for your colors, such as "Coca-Cola Red," please send us the PMS value for that swatch instead so we know what color to match!*

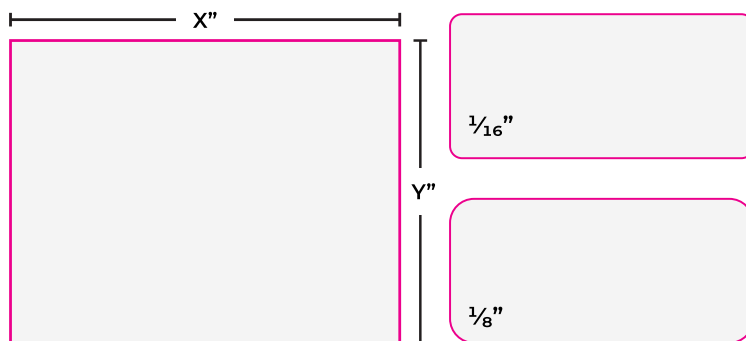
## 2. SIZE

### Finished Label Size

Your art file must be designed at the finished label size. For example, if your desired label is 5" x 4", the design you provide us needs to be 5" x 4".

### Corner Radius

If your label is going to have rounded corners, please specify the corner radius when you send us your file, or include a dieline layer with the correct corner radius.



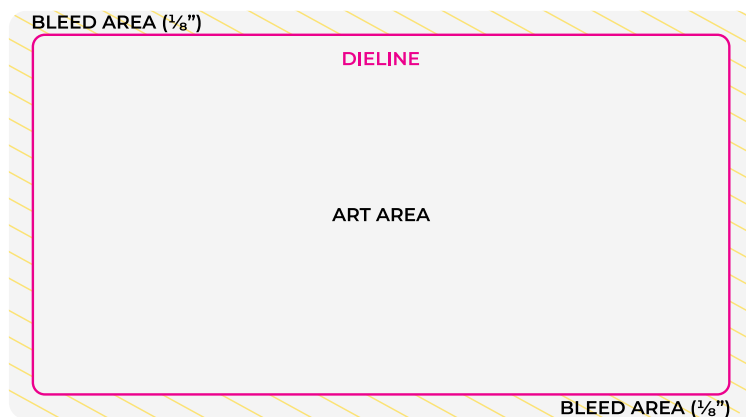
## 3. BLEEDS

### 0.125" (1/8") on All Sides

Make sure the background of your file extends 1/8" beyond the cutline on all sides. This is especially necessary if your label includes a pattern or gradient along the edges. Think of this as an insurance policy — having a bleed helps reduce the risk of a cutting error, though it likely won't be needed.

## 4. DIELINES

Including a dieline, or cut line, in your art file is not necessary. However, it is incredibly helpful — especially if your label has an irregular shape. If you do choose to include it, please make sure it is on a separate layer within your art file.



*This is a standard art template with 1/8" bleeds on all sides and 1/16" corner radius. The art you submit to us should look very similar to this layout.*

## 5. RESOLUTION

### 300 DPI Minimum

Images should be AT LEAST 300 DPI. Our printing plates are screened at 4,000 DPI, so the bigger the better! Higher resolution images will result in better print quality and more attractive labels.

## 6. FILE TYPE

### We accept most file types!

PDFs or .ai files are preferred, but we also accept .indd, .psd, and others. Don't hesitate to contact us if your file is in a different format — we can likely use or convert your preferred file type.

## STILL CONFUSED?

### If you have questions, we're happy to help!

Improper file formatting can lead to delays or additional expenses. Please reach out if you have a label that needs unique file prep or if our art requirements don't address your question. You can call our office at (858) 549-9900, or email us at [customerservice@labelkingcorp.com](mailto:customerservice@labelkingcorp.com).