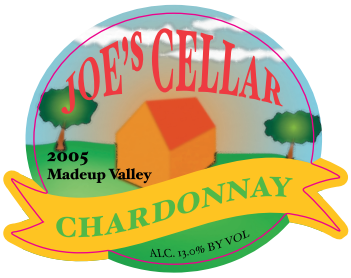
VINTAGE99
LABEL MFG, INC.
611 ENTERPRISE COURT · LIVERMORE, CA · PH: 925.294.5270 FX: 925.294.5274

Adobe Illustrator CC



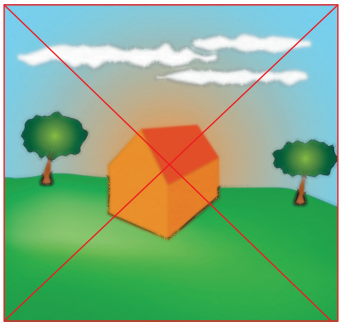
File Type

Labels have special concerns requiring us to work with vector art. Please build label artwork using Illustrator CC. We cannot accept Illustrator files older than CS6 due to conversion issues.

This file was built in Illustrator CC2017 with appropriately named layers and can be used as a guide.

Layout

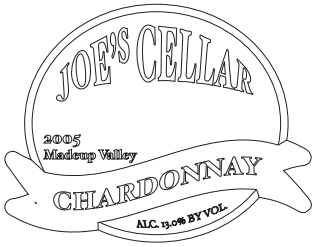
Please indicate the dieline. EMBOSS, SPOT VARNISH and FOIL ELEMENTS are best built as VECTOR ON **SEPARATE LAYERS**.
Ensure that the artwork extends (bleeds) at least 1/16" beyond the dieline. Bleeds at corners should bevel at an angle.



Raster art (images)

Include the linked image files or embed the images.
Please convert RGB art to CMYK.
Raster art is most commonly used for four color process, but can also be in a spot color mode.
Please make sure your images are <u>at least</u> 300 ppi at print size.

(outline view)



Text and graphics should be in vector

(built in Illustrator or the equivalent)
When graphics are drawn as vector they are resolution independent which allows for the highest possible print quality. Vector art also allows much simpler use of spot colors.
Text should be live (editable) with all fonts supplied, or should be converted to outlines (non-editable).

Please Note: for production we use Esko Automation Engine which requires us to use Adobe Illustrator; art submitted in formats other than Illustrator may require additional art charges and may cause proofing/production delays.

Package for Output

Please use the Package feature (File>Package...) to collect fonts and images. Please compress this folder (Mac - Right Click> Compress...; Windows - Right Click>Send to>Compress Folder) prior to sending.

Pantone colors: Uncoated versus Coated versus Matte.
If your art uses Pantone Spot colors please be sure the color mode is appropriate for the paper type. Pantone spot colors will have a letter code C, U or M.

U is for uncoated papers which are the most common (Classic Crest, Estates, Felts).
C is for coated papers or films with a shiny or glossy surface (Semi Gloss, High Gloss, or BOPP) .
M is for coated paper with a dull surface (Matte Litho with matte varnish).