

Art Specifications



Applications:

Adobe Creative Suite CC

-Illustrator

-InDesign

Supporting Applications

-Adobe Photoshop CC

-Esko AE 12

Placing Graphics Files

When placing scanned images on a label, make sure that you scan them at least twice the printing resolution. For example: Our standard printing resolution is 150 LPI. Which means images should be scanned in at least 300-350 DPI. Line art should be provided at least 800-1200 DPI for better printing quality.

Please do not embed scanned images in your final documents. If you do, please send actual image "Links" to the images in your document pallet. Once this has been done, our pre-press staff can then adjust for dot gain and densities and color correct to our press calibrations if necessary.

Setting Up Colors

Use the Pantone® Color Matching System for spot colors, or supply a sample of color if you're trying to match a specialty color specific to your job.

Be sure any color scanned images are CMYK. Our workflow does not accept RGB images.

All images or separate files that are applied to the final label use the same name for any identical colors, or they will be treated as individual colors.

Pastel colors must have 2% minimum dot value when creating the desired color. Flexo plates only hold a minimum of 2% dot. Anything less than 2% color will stop abruptly and "drop off" the plate creating a hard line or edge, which will be visible in the final printed piece.

For Gradients, make sure that all the light areas on the slider have at least 2% of the color value.

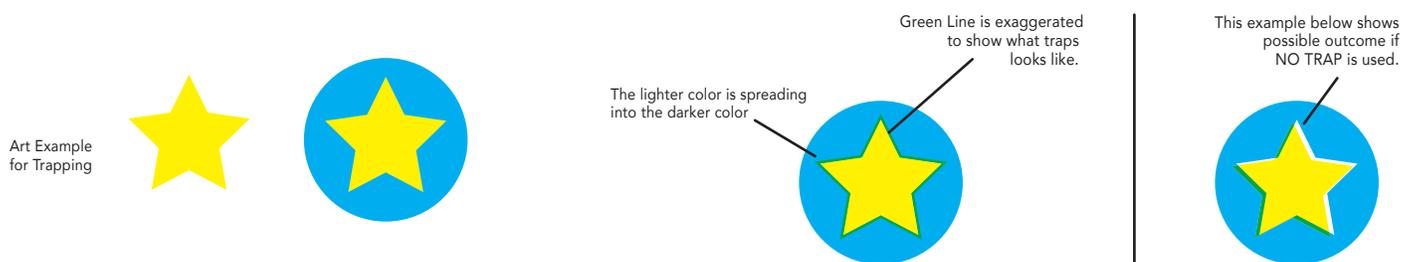
For Vignettes or Fades, fill in the 2% to the edge of the label, die cut, or the next object or the color will stop short of the area and create hard defined edges in the final piece. Remember, all presses have dot gain. 1% dots will not hold on our digital plates.

Text

Regular type should be no smaller than 3pt. for legibility. Reverse type should be no smaller than 3pt. BOLD type. We suggest using Sans Serif for reverse type if reverse type is used. The process of reverse type usually requires a stroke around the text as it is vulnerable to the conditions of the press as it moves at high speeds. This is most noticed when running 4CP and reversed text. Typically we will suggest a spot for the reversed type to ensure better quality and legibility. Please take this into consideration when designing your next label. Make sure all black text/Line text is created at 100% black and not 4CP Black.

Trapping

Our highly skilled graphics technicians will apply the necessary trapping for your labels. Every label requires different care when addressing trapping. Vector art is required for this process. Our contract proofs will show standard trapping so please review carefully. Here is an example of trapping that is done at the pre-press step of your label printing:



Cold Foil

The thinnest stroke that can be held with the cold foil process is = .33pt
Please make sure that foil is called out by name and is created in its own separate layer within the graphics program. Any strokes that are less than specified stroke weight will result in possible proofing delays.

Bar Codes

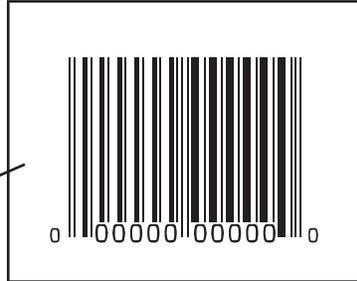
Bar Width Reduction must be set at 8% = .003 @ 2400 DPI

Quiet Zone of 1/8" or more is necessary around bar code for scanning

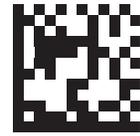
Bars must be at least 1/4" tall to scan

Min Size requirement: 80% scale

Quiet Zone
Example



Ask Us About Generating QR Codes and 2D Barcoding Capabilities



3017901660

PRE-PRESS QUICK REFERENCE GUIDE

*Maximum number of colors: 10

*Please check with your CSR

Line screen: 150 lpi

50% dot = 68% digital plate curve

Dot gain = 8-12% depending on press platform

4CP - 1100 anilox standard

Trap sizes:

.007" for Prime Labels (Food/H&B etc)

.0156" for Direct Mail forms

Pull Back: .3/half of a stroke width

Standard Bleed: 0.0625"

Die Cut Keep Away: 0.0625"

Min Dot: 2%

Max Dot: 100%

Type/Rule Sizes:

Minimum type size (positive text): 4 points

Minimum type size (reverse text): 4 points bold

Minimum rule size (positive): .25 points

Minimum rule size (reverse): .5 points

FILE TRANSFER:

We except the following items for receiving files:
Dropbox, Email or our Convenient Customer FTP site.

Use Email (graphics@hublabels.com) if files are *under 5MB* each.

ftp://63.168.161.5

username: hublabelsart (case sensitive)

password: 3017901319

Please use FTP client software such as "Fetch".
Internet browsers are not recommended for file transfer.

When submitting art, please include a color printout or PDF
of the final version so that we can verify that art has been
received properly and proofread correctly.

Include all parts to each job (eps, tiffs, fonts, final document,
images/links, logos, color names and/or color samples. etc.)

ADDITIONAL RESOURCES

For establishing new bar code numbers/GS1: <http://www.uc-council.org/>

FDA Food Labeling Guide*:

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/default.htm>

USDA Meat and Poultry Labeling Guide*:

<http://www.fsis.usda.gov/wps/portal/fsis/topics/regulatory-compliance/labeling>

Chemical Labeling Guide*:

<https://www.osha.gov/dsg/hazcom/index.html>

*Hub Labels prints for many industries, each has complex labeling and variables with specific requirements.

It is our customers' responsibility to verify that their packaging meets any requirements set forth by regulatory agencies governing their industry.