



Digital Production Artwork Guidelines

- **Please submit files in Adobe Illustrator format.** (Other file formats may require significantly longer set up time.) Preferred file set-up guidelines for AI files:
 - **Placed Images**
 - Please supply high resolution images (300 ppi or greater).
 - Please supply images in CMYK format. RGB images will be converted to CMYK; once converted, the color of the converted file will sometimes differ greatly from the original RGB file.
 - Please supply clipping paths with the images.
 - Please supply all supporting, placed files used in the art file.
 - **Color**
 - The Xeikon is a 4-color printing device. Pantone colors inside an art file will be converted to the 4-color process representation of that specific Pantone color. At times, the 4-color process representation of a specific Pantone color will differ greatly (please refer to the Pantone Bridge Color swatch book.)
 - Please supply a current, hard copy color target for reference. (This reference target is important for 4-color process images.)
- **Additional File Information:**
 - Please include all fonts used in art file. It is preferred that all fonts be converted to outlines as this will eliminate any font-related issues and help speed the artwork through the prepress process.
 - Please include a dieline of the label shape. This will help show the placement of the art inside the die cut as well as provide verification of the label size.
 - Artwork must be 1/16" from die cut.
 - Please provide the artwork with a 1/16" (.0625") bleed. Bleeds must extend 1/16" (.0625") past die cut.
 - Please avoid hairline rules; minimum rule weight should be .5 pt.
 - Avoid text smaller than 4 pts. (especially when reversed or for the symbols ®, ©, ™, etc.)
 - If Pattern Varnish is required, please indicate where Pattern Varnish is to be placed.
 - If there are any areas that need to be backed with White, these areas should be copied to a separate layer indicated as Spot White.

Files may be submitted via the following media or transfer methods:

- Please make sure you are attaching the files directly off of your desktop and not through a link or sub folders.
- Compress all files (Stuffed or Zipped) before submitting. Stuffed files (.sit) are preferred.
- **Media**
 - CD, email, ftp site
 - Files up to 5mb in size can be emailed to customersvc@relmwest.com
- **FTP:** ftp://relmwest.com
 - **Username:** upload
 - **Password:** artRW12u
 - **Please send an e-mail to** customersvc@relmwest.com to inform us of the upload