guru®
labels

artwork guidelines

important, essential, significant

> **please read** through this document to make sure your artwork has been produced correctly for printing.

> **please use our checklist** at the end of this document or when uploading artwork to make sure you are supplying artwork that is correctly designed and set up.

> **please check your art proof (if requested)** thoroughly. Take special care to check all text (including phone numbers and addresses) as we do not proof-read your text. **we do not check spelling and incorrect spelling will NOT be corrected**.

> if you have uploaded the wrong artwork by mistake, please give us a call on 1300 852 646 and we can remove the incorrect artwork.

alterations to uploaded artwork

> if alterations are required then an amended proof will be emailed to you for approval. we will not go ahead with the job until we have received an approved proof. this may delay the turnaround time of the print job if the approval is delayed. **the 10 day turnaround time starts from sign off of the proof.**

> **we cannot guarantee a colour match** to a provided sample, a previous print job or to a pantone colour when printing cmyk full colour process. if an exact match is required then another print process may be advised.

> **barcodes printed digitally can't be guaranteed to match gs1 specifications.** if a barcode is required to match these specifications then we may advise using a different print process.

> **we are not responsible for any reprints if a proof has been approved incorrectly.**
> **we are not responsible for any reprints if artwork has been uploaded incorrectly.**
> **we are not responsible for any reprints if copyright/licencing issues are breached.**
> **we are not responsible for any reprints if you have not followed our art guidelines.**

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file formats

our preferred file format for print is a pdf saved as press quality.
other acceptable formats are ai, eps, psd or tif.

colour formats

please supply art as cmyk.

for the best colour consistency we recommend choosing colours from **the pantone colour bridge or solid coated, or cmyk coated** swatch books from our machines. this book will be recognised by our software, all other books are ignored.

blacks - if there are large blocks of solid black or reverse print, please use rich black: 60c 50m 50y 100k
for black text please use 100% black (0c, 0m, 0y, 100k) - this will avoid any registration issues.

white objects must now be created using a spot colour.
please call this spot RDG_White

white objects must now be separate objects, on a separate layer.
to minimise setup, create your white objects as if they were an object placed between the stock and print layer, not mixed in with cmyk art. all inner shapes must be part of the overall shape not another object obscuring the white print (using pathfinder). for interior fix labels using white print, place the white object on top of the cmyk art and enable overprint fill and stroke.

gloss objects must now be created using a spot colour.
please call this spot RDG_Gloss

xdrr - please use the solid coated swatch book to choose your pms colour and leave as a spot for the best colour consistency.

sdwf - if printing on clear stock, all colours will be translucent (not opaque).

we can not match pms metallics, pms pastels or pms fluorescent colours.

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knives - (dielines)

please supply all knives (knife, dieline) as a separate file and or spot colour file.
please name all knife files/spot as KNIFE

If supplying a top cut knife, please call this file/spot KNIFE2

our default corner radius on all standard labels is 2.5mm - please use this as your guide
when creating a custom knife
our minimum corner radius is 0.5mm
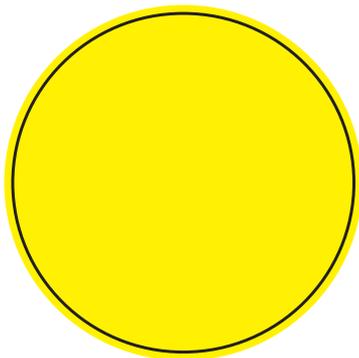**please do not supply a knife that has sharp corners**

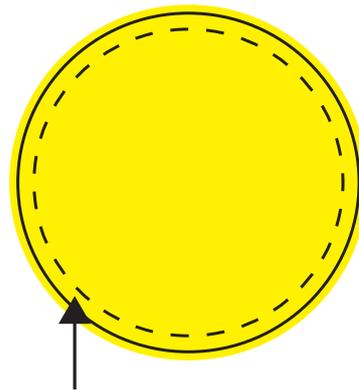# bleed

2mm bleed on all edges unless stated otherwise
create a clipping mask 2mm out from each edge that contains all art (this includes
non-bled edges).
• Set artboard to the edge of bleed
   for example: label size is 45 x 65mm + bleed = 49 x 69mm - please create your artwork
   on a page that is 49 x 69mm.
• 3mm margin inside all edges unless stated otherwise.

please do not supply artwork with crop marks

2mm bleed

safe area 3mm inside edge
(do not have text outside this area)

overprint

unless stated otherwise - please ensure that overprint fill is not used or selected on all objects. if it is used please be aware this may have undesired results.

correct! overprint NOT selected

incorrect! overprint selected

placed images

when placing raster images (psd, tif, jpeg, etc) such as photos or drawings into artwork, a minimum resolution of 300dpi should be used. if using a program such as adobe illustrator, all placed images should be embedded. when using raster images, we recommend using tif or psd formats. if you choose to use jpeg images, we recommend saving as high quality as possible. images from the internet do not always print well - please check the size and quality of your images.

fonts

to ensure that your artwork prints correctly, please supply all files with fonts OUTLINED (pdf, ai, eps) or rasterised (psd). even common fonts may vary from version to version. **if a font changes due to a mismatch, guru labels will take no responsibility.**

edges and borders

no heading, text block or image to be closer to the edge than 3mm.
this excludes background elements that bleed off the edge.

borders are not recommended, but should be no less than 2mm. (if you require a border on the edge of your product which is less than 2mm, please be aware this can cause alignment problems.)

service labels

all service labels must have 3mm bleed and a 3mm margin

do not bleed to the edge on the back side of lube labels. all elements must fit within the 3mm margin. do not use reverse block or large areas of solid black on the back side of the service label.

if you have any questions regarding your artwork, please don't hesitate to contact us and ask for Kathryn on 1300 852 646

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artwork checklist

○   check your colour usage - is your file cmyk?

○   have you checked the blacks - ie. rich black for blocks and 100% black for text?

○   have you done a spell check?

○   have you checked all text including addresses & phone numbers?

○   have your fonts been converted to outlines?

○   are all images embedded?

○   are all images 300dpi?

○   have you checked the bleed and margins?

○   has your artwork been supplied in the preferred file format?

○   have you made sure that overprint has NOT been used in your artwork?

○   do you accept all copyright issues associated with this design/artwork?

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