

HT LABEL ART SPECIFICATIONS

Label printing is a forgiving process but there are some rules. Please be sure to carefully review these specifications before any artwork is created. Templates can be obtained from our website (www.churchillcontainer.com) or from our graphics department (graphics@churchillcontainer.com, 913-217-1980). Please feel free to contact us with questions.

HT LABEL ART

FILE TYPES

Please supply all files as fully editable and layered PSD, AI, PDF, OR EPS files, with a minimum resolution of 300 dpi. Large files can be zipped or stuffed and uploaded to our website (2GB Max).

TYPOGRAPHY

Please include any fonts used or turn all typography to outlines.

3 point minimum positive type size.

example of positive type

4 point minimum reverse type size.

example of reverse type

WHITE UNDERLAY

Please indicate the location of the white underlay (if desired) on a separate layer using PMS 100U.

COLORS

Prepare artwork as CMYK. Please note that digital proofs are NOT for color approval. If necessary a color accurate paper proof is available upon request.