

## Artwork Guidelines

Following guidelines will help in the speeding up your work.

### File Type:

Forte utilizes Illustrator, the industry standard software for packaging design.

### Creating Files:

- Please take care of the following while creating the files:
- Create a layer for callouts, dieline, foil, emboss, artwork, type and background
- Call out all ink colors, emboss, foil colors, size and dieline
- Keep all elements 1/16" within the dieline
- If linked images bleed off label, please provide a bleed of 1/16" beyond dieline
- Scale, crop and rotate Photoshop files before importing into Illustrator
- Use F.P.O. for UPC code. Our pre-press department will create actual bar code
- Eliminate all unused elements and colors in files

### What to Send:

- Linked or embedded Photoshop files at 300dpi
- All fonts (both printer and screen fonts)
- Composite PDF with call-outs for all ink colors, foil colors, emboss and dimensions
- Color print for images and color swatches/capsules for special match spot colors
- Label positioning (relationship of front to back label: line up at top, bottom or center)

**FORTE**  
LABELS & SHRINK SLEEVES INC.