Holly Tag & Label, Inc.
GUIDELINES FOR FILE SUBMISSION

Holly Tag & Label, Inc. (HTL) can accept artwork via email if the total size of your files does not exceed 10 MB. For larger file sizes, please submit your artwork via compact disk or post it to our FTP site. For access to our FTP site, please contact us at (704) 827-6266 or at graphics@hollytagandlabel.com. The following guidelines should be taken into consideration when sending your artwork:

Files Supported

> HTL supports files created in Adobe Illustrator, Photoshop, and InDesign. We also accept PDF and EPS files. Our preferred file format is .pdf or .eps files.

Fonts & Images in Artwork

> If your label contains images or graphics, and you do not embed them into your art, be sure to send those when submitting your artwork files. The same applies to fonts. If a font is missing, a substitute font will be used. Converting fonts to outlines eliminates this problem and saves time.

Quality of Images

> The print quality of any project relies heavily on the quality of the artwork submitted. Artwork containing low-resolution images is not preferred, as we cannot guarantee high quality print results. Pictures taken from the internet are typically low-resolution files. For optimal results, please save images as high resolution .JPEG, .TIFF or .EPS formats. Four color and grayscale images should be at least 300 dpi although saving images over 800 dpi is really unnecessary. Images should also be saved in CMYK mode.

Bleed

> If a color or an image on your label extends to the trim size of the label, a bleed is required. Please create a 1/16" bleed around the label (1/8" total) to ensure that there will be no white spaces left on the label after the finishing process. Also, be sure to leave adequate space between the label content and where the die will cut. At least 1/16" padding is preferred to ensure that no important label information will be trimmed off.

Barcodes

> If your product has a barcode number, HTL can create a barcode for your label. Please keep in mind while designing your label that adequate space is needed to insert a barcode and have it read properly. Keep at least 1/8" of additional free white space (quiet zone) around where your barcode will be inserted to ensure that it will read correctly.

Color

> If you would like to achieve certain PMS colors on the finished label, please make sure they are called out in the artwork as spot colors. If you want to match a certain color that is not in the Pantone swatch book, please provide us with a sample. HTL is not responsible for unexpected color variances if no specific colors or samples were provided. Please create your four-color process artwork in CMYK mode. Normally, all digital printing will be printed in CMYK mode.

If possible, please send your artwork set to the correct size of the final label. This will eliminate additional prepress time in resizing the label for print.

Please follow these guidelines to avoid additional prepress charges. If you have any questions, please contact us at (704) 827-6266 or at graphics@hollytagandlabel.com.