



ARTWORK GUIDELINES

Ensuring we are supplied with appropriate files will result in jobs being delivered on time and in the best quality possible.

General Artwork Specifications:

Abel Labels accepts Print Ready PDF's with the following specifications:

- All colours converted to CMYK (digital printing) or PMS (flexographic printing)
- Minimum of 3mm bleed without crop marks
- Photo and Illustration resolution should be at 300dpi
- Fonts and links embedded, or provided separately

Spot Varnish, Foiling, and Emboss:

The finish area should be provided in a separate PDF.

Please follow these instructions:

- Open your artwork in Adobe Illustrator or Indesign
- Create a new layer for the finish "I.e., Gold Foil".
- Create a new colour swatch and name it "Gold Foil".
- Select the elements you wish to enhance and duplicate them to the new layer (these elements need to be identical to the design)
- Convert all elements to this new spot colour.
- Supply this as a PDF along with your artwork.

Tip: Sometimes screens, foil blocks, and emboss blocks, can shift slightly when applied to designs. Please avoid applying finishes to thin lines, small text, or finely detailed artwork.

Cutting Line (Diecut):

To show the final cut size of your design, please supply us with a cutting line as a separate PDF.

On a separate layer named "die cut", in a spot colour named "die cut", create the shape and dimension you wish us to cut in a 1pt stroke. Export and supply the die cutter as a PDF.

All die cutting shapes will need rounded corners to avoid what the industry call Dog Ears: the corners of labels curling up. Dogs Ears will make your label susceptible to fraying, peeling, and unsticking. The three most common corner radius sizes are 0.5, 1 and 2mm.

Tip: To speed up production and lower costs, we have a range of pre-existing die cutters. Contact the team to chat about a final cut size that might suit you.

Considerations:

For updates and changes to designs, we will most likely need the original design files. Ideally this would be a packaged Illustrator or Indesign file.

Please follow these instructions for packaging a file:

- Open your file in Adobe
- Go to file, then package
- Specify in options that all links and fonts be copied to folder
- Send the folder to our pre-press team

Tips and Tricks:

- Rich black generally provides the best coverage for large solid areas on paper stock. We recommend using a 60 / 40 / 40 / 100 ratio.
- Elements are best kept 3mm away from the trim line
- A Pantone colour book is the best way to pick colours accurately. We have a set on site which anyone is welcome to use.
- Providing a packaged design file, along with the print ready PDF, will give us the most flexibility when it comes to producing your design.
- Avoid online platforms and tools that provide a free design service. Most of the time they are not compatible with our systems and will need to be remade with Adobe software.