



WEST MICHIGAN TAG & LABEL

ARTWORK GUIDELINES

Flexo printed items:

Vector artwork is preferred. Raster artwork is only acceptable for photographs and similar style artwork. If raster artwork is the only art available recreation of the artwork will need to be done.

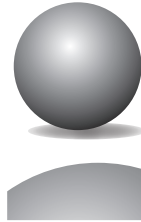
Digital (full color) items

Vector or raster artwork is OK. Vector artwork is preferred. If raster artwork is the only art available 600 dpi is required for best results or the quality of the print may suffer.

Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable, and able to be separated for spot color reproduction.

*Common Vector file formats include:
.ai .eps .pdf .svg

Example of
Vector Artwork

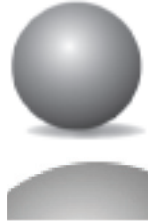


(Zoomed Artwork Edge)

Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be separated for spot color reproduction.

*Common Raster file formats include:
.jpg .bmp .psd .tif

Example of
Raster Artwork



(Zoomed Artwork Edge)

Tips:

- PDF's are very common and can often contain vector artwork, however some are scanned images (which makes them unusable for artwork, but OK to show layout).
- graphics software we use: Illustrator (CC), Photoshop (CC).

Please list PMS (Pantone) colors required or make sure they are included in artwork. Color can be matched close, but rarely perfect.

CMYK Values might also be helpful if you have them

*There is a wide variety of file formats, these are just the most common.
(When in doubt, just ask.)