

CUSTOMER ART GUIDE

VIKING LABEL & PACKAGING, INC. has the capability of accepting artwork in electronic format. Our prepress department uses Macintosh based workstations.

We can accept documents in various ways:

- CD/DVD
- E-mail attachment to graphics@vikinglabel.com
(Please keep email attachments to under 15MB per email)
- FTP sites (call for details)
- Upload through our website, www.vikinglabel.com/upload

BARCODES: IF BARCODE (UPC) IS SUPPLIED IT MUST HAVE -.0025 BWR OR -2.5 mils BWR (BWR=bar width reduction) A MINIMUM OR 80% MAGNIFICATION FOR STANDARD UPC IS REQUIRED.

We are currently using the following programs:

- **Adobe Creative Suite Standard**
(Includes Illustrator, InDesign and Photoshop)
- QuarkXPress
****Due to never ending software upgrades, please call for the latest versions****

Imported Artwork:

If you have used any imported or placed artwork in your primary artwork file, please include a copy of the imported TIFF or EPS. Artwork resolution needs to be 300dpi or higher to ensure the best quality, if you have questions please contact us. **DO NOT USE GIF, JPEG, OR ANY OTHER WEB BASED GRAPHICS.** These do not contain resolution for printing purposes. They are acceptable for internet viewing only, **NOT FOR PRINT PRODUCTION.**

Fonts:

Please **include a copy of the font(s) used in the document**, otherwise please convert to outlines and export as eps or pdf formats.

Include a printout:

Enclose a black and white or color print out of your artwork. Please be sure that your print out is 100% to scale. Indicate color breaks and names of colors used in the document/file as it can change from computer to computer. Make sure art fits proportionately in die.

Specifications:

Minimum rule weights of **.5 pt** (1/2) point)

Minimum screen percentage **1%**

If your label requires color/graphics to print to the edge of the dieline, please extend the artwork 1/16 (.0625) of an inch past the dieline

We ask that you keep the font size 5pt or larger

PLEASE DO NOT ATTEMPT TO TRAP YOUR OWN ART WORK! WE HAVE VERY SPECIFIC REQUIREMENTS AND WOULD PREFER TO TRAP THE JOB IN-HOUSE.