

*We want to ensure that the art material you provide meets your expectations when printed. Labels are printed on flexographic presses, therefore some effects are best avoided. The following guidelines are provided to assist you. Please read them carefully. If you have any questions, call us at **1-877-542-5667**.*

Art materials supplied on disk must comply with the following instructions:

## FORMATS

Adobe Illustrator v9.0 .eps is preferred to avoid additional production charges. Files may also be create in QuarkXPress v4 or Freehand 8. Photoshop files are also accepted for use in process work, as monotone/duotone images, or one color line art images, saved as eps or tiff formats. Low-resolution (72 dpi) files extracted from the internet cannot be accepted. Multiple color line art images should be created with a vector-based drawing program.

## COLOR

All color must be converted to CMYK or PMS (no RGB). Pantone colors give the best results. CMYK is printed at an additional cost. Gradients may be used, however, our printing process does not allow for screens to fade to 0%. All gradient screens should be made to the minimum of 5%.

Trapping: do not create any traps; we will do it for you.

Bleeds: 1/8" bleed

## SCANNED IMAGES

All 4/C scans must be at least 300 dpi at 100%. Files below 300 dpi will not be accepted. Do not change the resolution from a lower resolution to 300 dpi without rescanning the image – this will result in a poor quality printed piece. All color scans must be in CMYK, and should be saved as .eps or .tif files. Once an image is placed in the document, do not change the file name.

## TYPOGRAPHY

All fonts must be provided on disk, or outlines created in illustrator for minimal text. Avoid using thin rules or typefaces in reverse areas, we suggest a 4 pt. bold minimum, and no smaller than a 1 pt. rule.

## PROOFS

Please provide a color proof for four-color process labels or a black and white proof for other labels. Every effort will be made to match color for four-color process labels, however, we cannot guarantee an exact color match. We can color match to Pantone colors, at an additional cost. A swatch must be provided for color match; if no swatch is provided, color match will be made according to our Pantone Color Guide.

## DISKS

We can accept Zip 100 disks, CD's, or floppy disks formatted for Macintosh. Please do not include any unrelated files on your disk.

## E-MAIL TRANSMISSIONS

We can accept your artwork via e-mail sent to: **artwork@greatwater.com**  
Please provide a contact name and phone number in case we experience any problems with transmission.

GreatWater is not responsible for errors in client supplied materials. Please proofread carefully before submitting your digital file. Make sure that all materials comply with the guidelines above.

LABEL TEMPLATE 1

Label Template 1 Dimensions:  
Height: 2"  
Width: 5 3/8"

LABEL TEMPLATE 2

Label Template 2 Dimensions:  
Height: 2"  
Width: 6 1/2"

LABEL TEMPLATE 3

Label Template 3 Dimensions:  
Height: 2.125"  
Width: 7 3/4"

LABEL TEMPLATE 4

Label Template 4 Dimensions:  
Height: 2.5"  
Width: 9 3/4"

**ACCEPTABLE APPLICATIONS**

Illustrator 3-9, Freehand 3-9, QuarkXpress, Photoshop  
All files must be saved as .eps, .tif or .qxd

- Illustrator 3-9    Freehand 3-9    Quark    .eps    .tif

**PLATFORM:**

- Macintosh (preferred)    PC

**SUPPLIED FONTS**

Must be converted to outlines, or be provided in both screen and printer fonts.

- Screen and Printer fonts    Fonts converted to outline

**ACCEPTABLE FORMATS FOR TRADITIONAL ART**

- Photostats    Board art

**ACCEPTABLE MEDIA FOR FILE SUBMISSION**

Please label media with contact person name and phone number

- ZIP 100MB    ZIP 250MB    CD  
 E-mail    3.5" Floppy disk

**COLORS**

Please indicate color system or provide Pantone number, RGB cannot be accepted

- CMYK (please attach color separations)  
 Pantone (numbers): \_\_\_\_\_

**IMAGES**

Please include all high-resolution image files used in the label art, low resolution images—72 dpi extracted from the web—cannot be accepted

- Included (.eps or .tif format only)    None

**CONTACT INFORMATION**

Please provide phone number and email address of contact person

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Street address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Web-site: \_\_\_\_\_