



ARTWORK SPECIFICATIONS

FILE FORMATS

ACCEPTABLE FORMATS

Adobe Indesign - .indd
Adobe Illustrator - .ai or .eps
Adobe Photoshop - .psd / .eps / .tiff

NOT ACCEPTABLE FORMATS

CorelDRAW, Microsoft Products
Word, Excel, Paint, PowerPoint,
or Publisher

Please make sure the files you send over are a layered file and contain bleed for printing. Our bleed requirements are .125" around the entire document.

PHOTOS / IMAGES

If supplying photos for your labels, please make sure they're high resolution. The file needs to be 300 pixels per inch (ppi). We will not accept files that are anything less than 266 ppi. Images taken from the web are usually 72 or 96 ppi and will not be accepted.

COLORS

Our printing method includes process (CMYK) and spot color(s), your art should call out the color(s) using the PMS colors from the solid uncoated swatch palette in Adobe. We are able to print virtually any color, however some colors and or artwork may dictate otherwise. Custom made colors must be called the percentages of CMYK.

LOGOS

If supplying your company logo to be used on a label, the best file type to send us is a vector file. The preferred program we use is Adobe Illustrator.

FONTS

All text should be converted to outlines. This eliminates font problems associated with the variety of fonts with the same name.

CONCERNS / QUESTIONS / FEES

Have a concern or question about your artwork? Send an email to larrybenson@coburn.com. Please include a PDF of the artwork in question when emailing.

Unless artwork is supplied print ready per our specifications additional artwork costs may apply. Our rate for graphic design service is \$80 / per hour.

DISCLAIMER

Some thin lines and reverses may not reproduce at the thickness or size submitted. In some cases, text may fill in or become too thin depending on the font weight and size. We reserve the right to make slight alterations in artwork, text and logos in order to adapt to the printing process on fabric.