

Make Your Labels Look Their Best

Thank you for downloading the Seneca Label Art 101 Guide! This free resource is designed to help you perfect your label art.

Ready to go to print?

Send us your art file, and we'll handle the rest. Our superior label quality and customer service are just two of the reasons our clients stick with Seneca Label.

Checklist: Preparing Your File for Print

To ensure your file is “print-ready” (also known as “camera-ready”), run it through the following six steps.

1. Select your file format:



2. Increase your background by a minimum of 1/8” (“bleed”) around every edge of your canvas (or artboard).
3. Give your canvas (or artboard) 1/16” of breathing room within the dieline — this is also called the “safe zone.” The dieline will be the actual trimmed edge of your label.
4. Determine Pantone or CMYK color swatches.
5. Change all of your fonts to outlines. (Flip page to learn more.)
6. Make sure all of your links (images) are embedded.

Sample Label

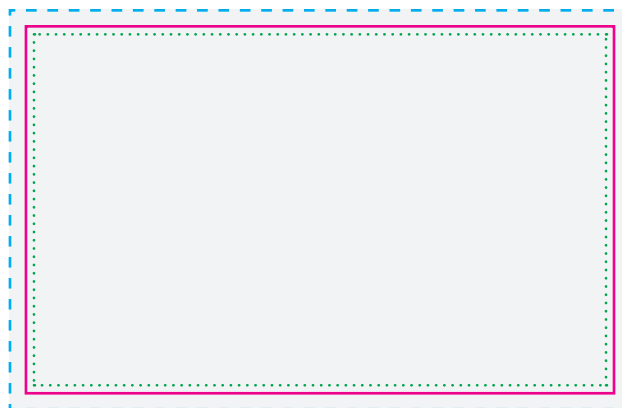


Safe Zone: Keep important copy and imagery inside the safe zone (i.e., 1/16” of the dieline) to prevent getting trimmed off.



Dieline: The dieline will be the actual trimmed edge of your label.

Bleed: Expand all the background edges of your canvas (or artboard) an extra 1/8” overall (1/16” each side).



What Is White Ink?

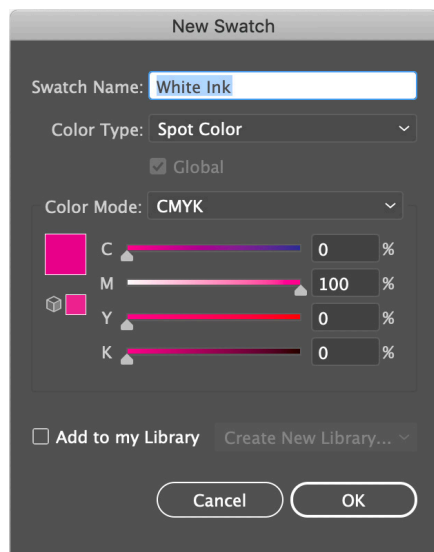
White ink allows label makers to print white on multi-colored surfaces. When the time arrives to select the part of your design that needs white ink, it's best to do the following.

- If you're using Adobe Illustrator, start a new "swatch."
- If you're using Adobe Photoshop, start a new "spot channel option."
- Make sure there is high contrast from all other design work.
- In the sample screenshots below, we used magenta to mark off white ink.

White Ink for Adobe Illustrator

See screenshot below.

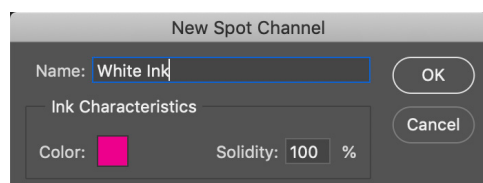
Questions? Contact us today.



White Ink for Adobe Photoshop

See screenshot below.

Questions? Contact us today.



More on Fonts and Outlines

Once you've picked the typeface(s) with the perfect look and feel for your piece, you'll want to protect your font(s) and layout from getting thrown off during the printing process.

When fonts are changed to outlines, they are adapted into locked images. This preserves your fonts on all devices and saves hassle down the line.

However, if you'd need us to change the wording and manipulate anything, please remember to save your original artwork without fonts changed to outlines, too, and submit the file to us in two formats.

Outlines provide the following benefits:

- Prevent dropped characters as well as formatting mistakes due to swapped fonts.
- Certain characters can be emboldened if legibility issues should arise.
- Any person can work with your designs without access to original font files.
- Colorization for fonts can be easily adjusted and made-to-order.

Questions? Contact Seneca Label

We're ready to answer any questions. Contact our shop Monday to Friday, 8:30 a.m. to 5 p.m. or explore our online resources and FAQs anytime at senecalabel.com/resources

See professional art specifications at senecalabel.com/upload-your-files/



13821 Progress Parkway,
Cleveland, OH 44133
P: 440-237-1600
F: 440-237-0427
Toll Free: 800-251-0514
senecalabel.com