

## **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:**

- E-mail attachment to your Salesman or Customer Service Rep  
(Please keep email attachments to under 15MB per email)
- FTP sites (call for details)
- Upload through our website, [www.vikinglabel.com/upload](http://www.vikinglabel.com/upload)
- CD/DVD

**BARCODES:** IF BARCODE (UPC) IS SUPPLIED IT MUST HAVE -.003 BWR OR -3 mils BWR (BWR=bar width reduction) A MINIMUM OF 80% MAGNIFICATION (1.25") FOR STANDARD UPC IS REQUIRED. "White Space" of .125" on each side

### **We are currently using the following programs:**

- **Adobe Creative Suite Standard**

(Includes Illustrator, InDesign and Photoshop)

**\*\*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, PSD 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.**

