



ARTWORK GUIDELINES

FILE TYPE

Tapp utilizes Illustrator, the industry standard software for packaging design. If labels are built in another program, artwork charges may occur.

CREATING FILES

- Create a layer for callouts, dieline, foil, emboss, artwork, type and background
- Call out all ink colors, emboss, foil colors, size and dieline
- Keep all elements 1/16" within the dieline
- If linked images bleed off label, please provide a bleed of 1/16" beyond dieline
- Scale, crop and rotate PhotoShop files before importing into Illustrator
- Use F.P.O. for UPC code. Our pre-press department will create actual bar code
- Eliminate all unused elements and colors in files

WHAT TO SEND

- Linked or embedded PhotoShop files at 300dpi
- All fonts (both printer and screen fonts)
- Composite PDF with call-outs for all ink colors, foil colors, emboss and dimensions
- Color print for images and color swatches/capsules for special match spot colors
- Label positioning (relationship of front to back label)

CHECKLIST

- Does the claret bottle have a taper?
- Does label fit on Burgundy bottle label panel?
- Do you want us to match a capsule?
- Stock specification
- Foil specification

FILE UPLOAD

- Please stuff files
- Website Upload: <http://www.tapptech.com/winelabels/Design/Upload-Form.html>
- If you prefer to upload your files to our ftp site, please e-mail me for instructions

Please contact me if you have any questions.

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