# HOUSTON LABEL

# Basic Spec Sheet

Revised 06/10

FROM _____

TO _____

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**FILE DELIVERY** email files to art@houstonlabel.com.

**Note:** In the email, please include company name, your name, phone number and your sales rep. CD, DVD: send color printout or sample of your project along with your CD, DVD to: **Houston Label, 909 Shaver Street, Pasadena, Texas 77506**

## ACCEPTABLE FILE TYPES (older versions OK)

Adobe Illustrator CS5

Adobe InDesign CS5

Adobe Photoshop CS5 (layered PSD files only – see note below)

Macromedia Freehand MX (vector art)

Adobe Pagemaker 7.0 (files will be opened in InDesign CS5)

TIFF (must be 300 dpi at actual size for images only – not for artwork)

**Note:** Use Photoshop only for any images in the artwork – build rest of artwork in Illustrator or InDesign. Send layered PSD files only.

## PLEASE CALL BEFORE SENDING THE FOLLOWING FILE TYPES

Quark XPress

CorelDraw

GIF

JPEG

Microsoft Word, PowerPoint or Publisher

## ARTWORK PREPARATION GUIDELINES

1. Please convert all text in the artwork to outlines/curves before sending. You can also send an unconverted version of the file as well.
2. Link all images into the Illustrator/InDesign files – do not embed. This unnecessarily increases file size.
3. Do not build the entire piece of artwork in Photoshop. Use Photoshop only for any images and lay out the text, etc. in either Illustrator or InDesign, linking to that layered Photoshop PSD file.
4. Please include a PDF/JPEG file for viewing purposes to make sure the art files are correct when opened on our end.
5. We have a 10 MB email limit for attachments. If larger files need to be sent, either place them on a CD and ship them to us, or use a website like www.yousendit.com that can send large files via direct download.
6. Please compress all files with Stuffit (ZIP files) before emailing. We have a problem opening uncompressed EPS files that are sent to us via email.
7. DO NOT use Rich Black (percentages of Cyan, Magenta, Yellow and Black) to make black text appear darker. This will cause registration issues on press. Use 100% Black only.
8. No less than 5% on screens.
9. No strokes thinner than 1/2 point.

**Margins and Bleeds:** Please give 3/16" to 1/8" margin between any artwork and dieline. Bleeds should be 1/8" for flexographic printing and 1/4" for screen printing. Maximum area for screen printing is 28" x 40".

**Line Screen, Image Resolution and Minimum Type Sizes:**

Flexographic printing: 100 lpi standard, 120-133 lpi for screens/process

Screen printing: 65 lpi standard, 120 lpi is available

Please submit all images at a resolution of 300 dpi.

Minimum size for all type is 3 pt for flexographic printing, 4 pt for screen printing. Avoid small, fine reverse type with serifs as these tend to close up and become unreadable at small sizes. All type that is less than 12 pt reversed out of a 4C process area will be outlined in black or the dominant process color to improve registration.

**Colors:** We use the Pantone Color System (PMS) for spot colors. **Please indicate the Pantone color numbers in your submitted artwork.** We can print up to 8 colors for both flexographic and screen printing.

**Please call your sales representative with any additional questions.**

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