

## Artwork Guidelines

### Accepted Formats

PDF - Adobe Acrobat  
EPS or AI - vector art Preferred - Adobe Illustrator CC  
Indd - InDesign CC (Packaged File)

### Bleed

A minimum 1/8" (.125") bleed is required when the art is to extend to the edge of the label or stock.

### Safety

All critical art, text, and borders must be inset a minimum of 1/16" (.0625") from the edge of the label or cut stock.

### Fonts

All text in the final artwork should be submitted with fonts outlined (converted to curves and paths)

### Scans or placed art or photos

Minimum resolution of 300 DPI at actual size. All images should be in CMYK format. Please embed the links or make sure to supply them with the artwork you submit for printing, especially when sending the native file.

### Color Matching

A PMS color must be specified for us to match. If you have created a custom color, please send the CMYK color build.

**Please Note:** We cannot match RGB color builds or guarantee custom color builds to match the color you see on your monitor.

If you have any specific questions you may contact the Sharp design team at  
1-800-466-8920  
Monday - Thursday 9 - 5  
or  
Friday 8 - 4  
Eastern Standard Time

## Checklist

- Are images saved in CMYK format?
- Did you include images and fonts, linked and placed or scanned?
- Is the artwork in an acceptable format?
- Has all the text been outlined or converted to curves?
- Does the artwork have adequate Bleeds and safety built into the file to be supplied.
- is the artwork correctly sized and provided at 100%?
- Are color matching call outs or targets included?

### LABELS

**\* Make sure - round corner radius and other pertinent label information is provided as follows:**

**To be machine applied yes or no.**

**Gap spacing to be no less than .25"**

**If machine applied what label rewind position is needed?**

**All roll labels will be provided on a 3" core.**

**Please provide the maximum roll diameter.**