HALLY LABELS

Supplying Artwork Correctly

This checklist has been created to allow your artwork to flow seamlessly through our prepress processes while achieving the highest possible print result. Please ensure that your artwork complies with the following list before supplying the final artwork files to Hally Labels.

If you have any queries about this checklist please contact our Australian Prepress Department at bne.artwork@hally.com.au or our New Zealand Prepress Department at akl.artwork@hally.co.nz

Failure to supply artwork files that are in-line with the checklist below may result in additional prepress charges.

1 STEP ONE
Organise graphic elements that are within your artwork file

TYPE & DESIGN ELEMENTS
☐ No type is smaller than indicated in the 'Min. Type Sizes' table below

☐ No line thickness is less than indicated in the 'Min. Line Width' table below

☐ Borders that go to the very edge (bleed off) of the label are no less than 2.0mm wide

☐ No type is within 2.0mm of the edge of the label

COLOURS
☐ All colours are appropriately named in the colour palette

☐ Colours not used in the artwork are removed from the colour palette

☐ The dieline is clearly indicated by a spot colour named 'Dieline' (Eg. 100% Magenta or 100% Cyan - dependent on artwork)

☐ If a white ink is being printed it is indicated by a spot colour named 'Print White' (Eg. 20% Magenta)

☐ If a spot gloss is being printed it is indicated by a spot colour named 'Spot Gloss' (Eg. 20% Yellow)

☐ All black drop shadows are single colour black (not made up of 2 or more colours)

☐ No white objects are set to overprint

Min. Type Sizes	Positive	Reverse
Serif	5pt	6pt
Sans Serif	4pt	6pt

Min. Line Width	Positive	Reverse
Line	0.2mm	0.3mm

2 STEP TWO
Organise elements that have been placed into your artwork file and/or require a place holder

PLACED IMAGES
☐ All placed images are supplied

☐ All images have a resolution of 300ppi or greater

☐ There are no RGB images used

☐ The layered versions of any flattened Photoshop files are supplied

BARCODES
☐ Barcode number is supplied (where applicable)

☐ Barcode has not been reduced by more than 80%

☐ Barcode has not been distorted or truncated

☐ Barcode complies with GS1 standards

Barcode Magnification light margin sizes ...

80% - 30.88 x 21.01mm

85% - 32.82 x 22.32mm

90% - 34.73 x 23.63mm

95% - 36.67 x 24.95mm

100% - 38.58 x 26.26mm

3 STEP THREE
Organise file structure, name, format and printouts

FILES
☐ All unused layers are removed from final files

☐ All files are appropriately named

☐ All linked files are supplied

☐ All fonts are supplied (unless outlined)

☐ Artwork files supplied have been created in any of the following programs: Illustrator, InDesign, Photoshop, Acrobat or ArtPro. Note: We do not recommend that artwork is supplied in Word, Powerpoint, CorelDraw or any other non-graphics program file formats.

PRINTOUTS
☐ A printout of a screen shot of the supplied files folder is supplied

☐ Colour printout of artwork is supplied

☐ Colour printout is marked up indicating dieline and any special design or colour requirements

☐ Printouts of colour separations are supplied (optional)

☐ Job size is clearly indicated on all printouts

FILE TRANSFER

All artwork files can be transferred to our Prepress Department via our WeTransfer account as per below:
- https://hallylabels.wetransfer.com
- Add your files
- Enter your email address, and type an optional message
- Click the 'Transfer' button
- Once you have uploaded your files we will be sent an email notification

When we have downloaded your files you will be sent an email notification confirming that we have received them.

Turn over for more info on artwork quality

Understanding Artwork Quality

IMAGE RESOLUTION

Image resolution determines image quality. The more pixels per inch (ppi), the crisper the image will be. The typical resolution for printed images is 300ppi.

Why does the 75ppi image (below) look so much worse than its higher resolution counterparts? That is because at 75ppi, the pixels are bigger. After all, if you divide an inch into 75 squares, the squares are significantly larger than if you divide the inch into 150 squares or 300 squares.

RASTER GRAPHICS

Photographic images or art created in photo editing programs are referred to as raster graphics. They are made up of many rows of pixels and each pixel has its own colour.

Raster graphics have a fixed resolution when created and can typically be scaled down with no loss of quality, but enlarging a raster graphic causes it to look blocky and "pixelated." When enlarging an image, check with our Prepress department for input on maximum enlargement without significant loss of image detail.

Common types of raster graphics include bitmap, tif, jpg and gif.

VECTOR GRAPHICS

Unlike raster graphics, vector graphics are not made up of a grid of pixels. Instead, vector graphics are comprised of mathematical coordinates, which make up paths (lines and shapes). These paths can be used to create simple drawings or complex graphics. Paths are even used to define the characters of specific typefaces.

Vector graphics have no resolution, thereby allowing them to be scaled up or down with no loss of detail.

Common types of vector graphics include Adobe Illustrator (ai, eps), Adobe Acrobat (pdf) and Art Pro (ap).

72ppi (low resolution)

100% Raster Graphics (300ppi)

100% Vector Graphics

150ppi

300% Raster Graphics (300ppi)

300% Vector Graphics

300ppi (high resolution)

500% Raster Graphics (300ppi)

500% Vector Graphics