

MCC Label Direct

Graphics Preparation Guide

Artwork Design Specifications

File Formats

The file type must be supplied as a .PDF (Portable Document Format). For multiple labels, please provide one label per pdf.

File Naming

Each individual label design should be in its own file and named clearly to indicate which label it applies to, for example: NVP_2020_Chardonnay.pdf

Color

All files should be designed and submitted in CMYK (not RGB). Convert any Pantone color callouts to a CMYK equivalent.

White Ink

If your design calls for white ink to be printed on the label (common on clear or metallic papers), this must be indicated in your artwork. In Adobe Illustrator, please create a separate layer and apply a spot color swatch to it and name it "white".

Fonts

All Fonts should be outlined – please do not send live fonts with your files.

Bleed

A 1/16" or 0.0625" Bleed needs to be extended beyond the die cut on all sides.

Gutter

All text and graphics that are not meant to bleed should be contained within the gutter space, a 1/16" print margin inside the label edge. If not, any text or graphics in this margin may be cut off during the die cutting process.

Label Dimensions

All artwork should be created using inches. Size of artwork must match size of order.

Image Resolution

For best results, images in file should be created at 300 DPI/PPI resolution at 100% print size. Any images with higher resolutions than 300 DPI/PPI do not produce better printed results, but lower resolutions can print pixelated or "fuzzy".

Embedded Images

All placed images in file need to be embedded at 300DPI/PPI.

Proofs

Please check all artwork for spelling or typing mistakes – the artwork will print as provided.

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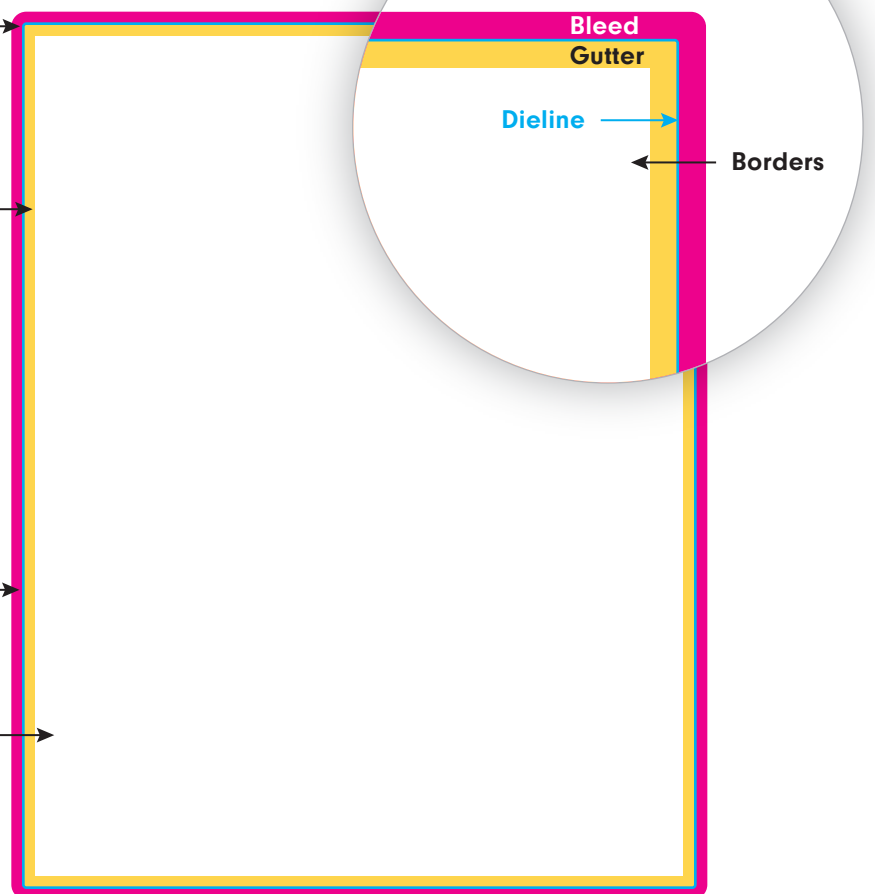
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Dieline/Cutter/Trim Line

The final size of the label after the cut is made.

Borders

All framed borders must be inside the gutter frame.



For more information on the artwork design specifications,
please contact support@mcclabeldirect.com

MCC
LABEL DIRECT™
Quality labels made easy