

# ARTWORK PREPARATION INSTRUCTIONS

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## SHORTRUNLABELS.COM & KEGCOLLARS.NET

*PLEASE NOTE -- Delays in proofing of files can occur if elements of this Instruction document aren't followed when designing your artwork. This can cause delays to the production timeline as well.*



**THANKS!**



## Recommended Design Program

We recommend creating your final artwork in Adobe Illustrator. This will ensure that your art files can be used by our prepress department.

## Recommended Designers

Below you will find a list of recommended designers who are familiar with our process:

- **Scarlett Herren** - scarletth.design@gmail.com
- **Christina Commons** - badpugdesign@gmail.com
- **Nate Azark** - nate@12linestudio.com
- **Stevan Hemingway** - neone7one@gmail.com
- **Eduard Boka** - eddie@demoki.com
- **Nicole Light** - info@paperroo.com

## Print Ready File Formats

Our preferred formats for accepting artwork is a high resolution PDF or Illustrator file. If your art files are received differently than specified here, delays in overall production time can occur.

## JPG, PNG Formats

When using images be sure that your resolution is set to 300 pixels/inch. Keep in mind that these file types cannot be edited once exported.



*72 DPI Blurry image*

**VS.**



*300 DPI Clear image*

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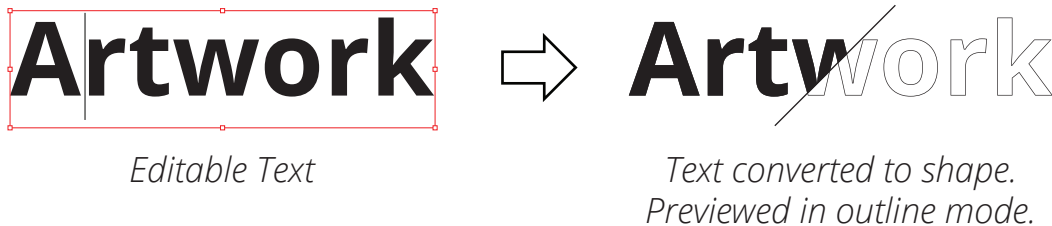
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## Linked Images

Please check that all linked images are embedded in your final artwork. If images are not embedded they will not appear in the art file once sent.

## Embedding and Outlining Fonts

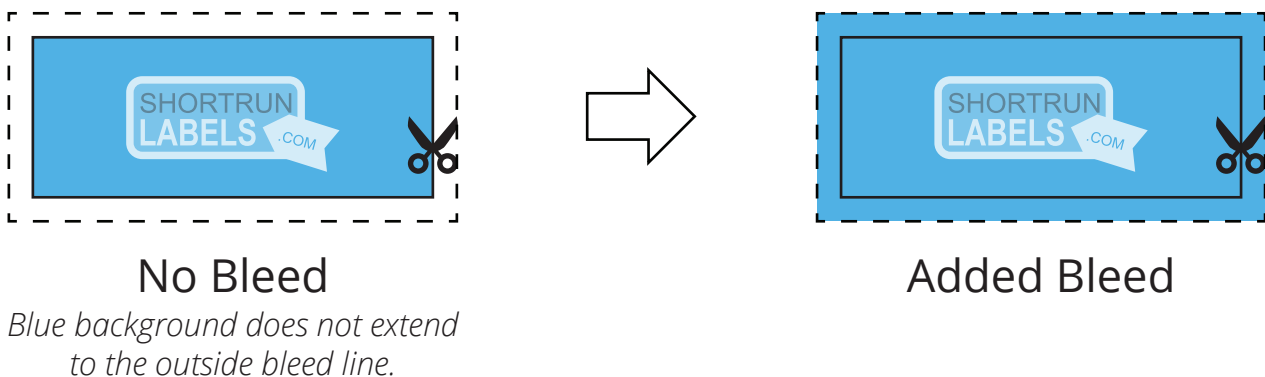
For acceptable legibility, text should be no smaller than 6 points. Please embed or outline all fonts used in your document before sending your final artwork. If fonts are not embedded they will not appear in the art file once sent.



\*\*To outline fonts select editable text, then press  
CTRL + SHIFT + O

## Bleed Requirements

All artwork **MUST** include a minimum **0.05 inch** bleed past its final trim/cut line. This prevents a white line down one or more edges of your print, caused by very slight variations in die-cutting and trimming.



## Text Safety Line

Leave a minimum 1/8" (.125") space from your text to the cut line to prevent text cutoff.

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## Template Lines

Files received with embedded template lines will be unusable by our prepress department. This can be avoided by retaining a template layer in your art file.

## CMYK Color Mode

Convert all your art files to CMYK color mode (or Grayscale if you are creating a Black/White layout). Files must be set up as CMYK for colors to print accurately.

For accurate printing, **convert all Pantone** colors to CMYK before submitting artwork.



**100%  
Cyan**



**100%  
Magenta**



**100%  
Yellow**



**100%  
Black**

## ShortRunLabels File Naming

Make sure your art files have clear names that relate to your art. Files should be named by project title and should include the project die number. If you are submitting multiple versions for the same project, please indicate each version with a name relating to that version.

***Company Name\_Project Name\_Version Identifier***

If you have multiple orders, please send art files in separate folders related to each order. This will help to avoid any confusion.

## Submitting Your Order

Once you have confirmed that your art meets our requirements please email files to:

**KegCollars.net: Nathan@kegcollars.net**

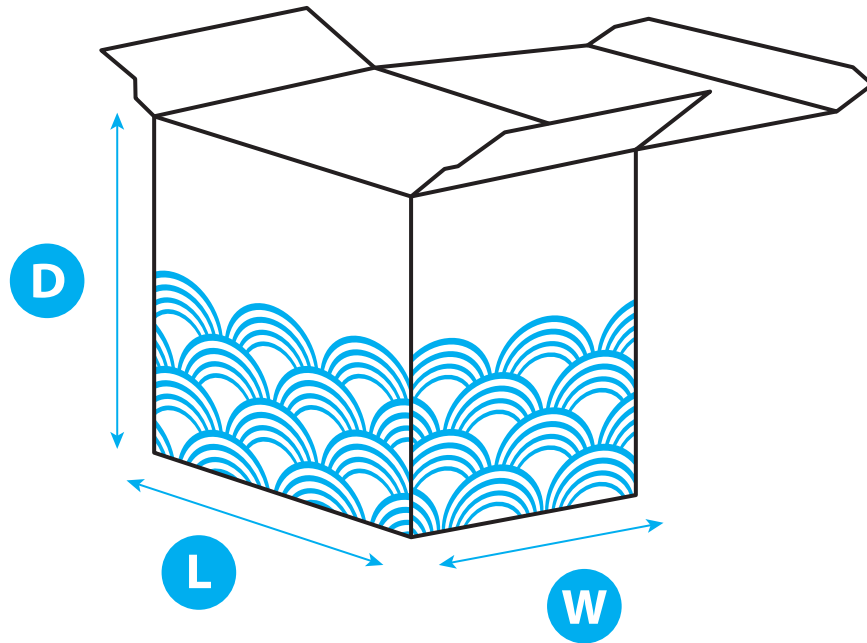
**ShortRunLabels.com: Blake@shortrunlabels.com**

If your art is too large to email please send via [www.WeTransfer.com](http://www.WeTransfer.com).



## Measuring Card

**\*THIS RULER WILL ONLY BE ACCURATE IF PRINTED AT 100% ZOOM**



Use this measuring card to measure your products. When measuring your product, add 1/16" (0.0625") to your products' measurements for the best fitting box measurement. You can search our library for sizes already created at [www.yourboxsolution.com/search-box.html](http://www.yourboxsolution.com/search-box.html).

**LENGTH:** This is the dimension that when your product is sitting on the shelf, it would be from Left to Right across the Front and Back panels.

**WIDTH:** This is the dimension that when your product is sitting on the shelf, it would be from Front to Back across the Side panels.

**DEPTH:** This is the dimension that when your product is sitting on the shelf, it would be the Height of your box when closed. The Box will always open from the top/bottom of the Depth dimension.