

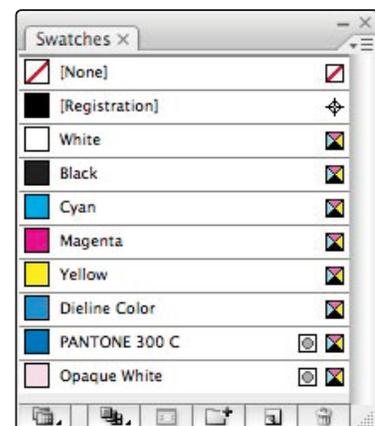
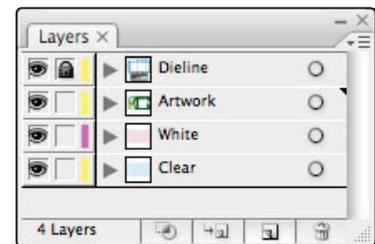
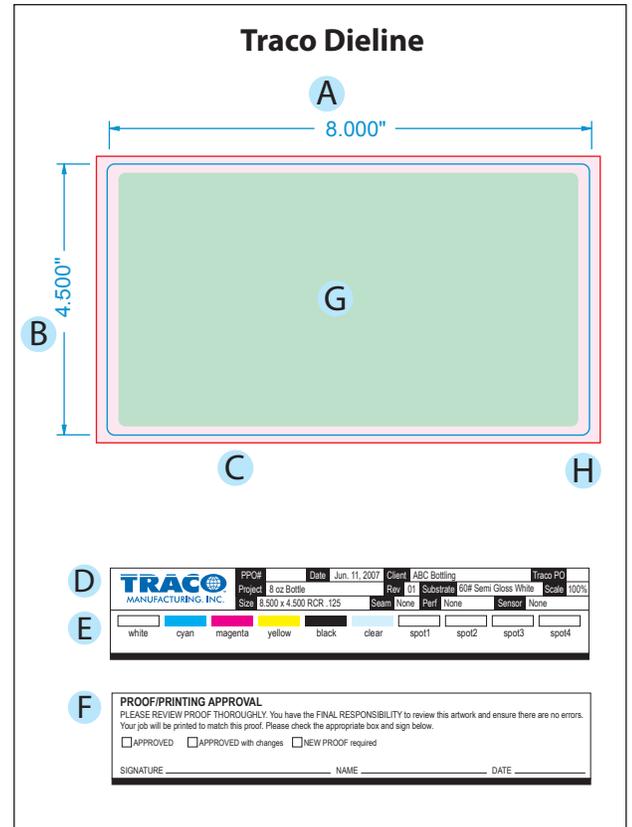
The Dieline - Your Key to Success

The first step to a successful PS label project is to request a dieline from Traco. The dieline is custom-sized to your product and will serve as the design template for your project. A sample container is required in order for Traco to produce a custom dieline for your project. Your sales rep. can instruct you on submitting your container to Traco.

How to Use the Dieline

The dieline is provided as a PDF that you can import into your design software and use as a template. This dieline should be placed on a separate layer from your artwork. The dieline is always provided at 100% of actual size and should not be reduced or enlarged. The dieline contains the following information:

- A Horizontal Length:** this is the final width of your label after it is die cut.
- B Vertical Length:** this is the final height of your label after it is die cut.
- C Bleed:** This is the 1/8" bleed standard for all labels.
- D Project Specs:** this area is used for listing the project specifications
- E Ink Swatches:** all ink colors must be designated with a swatch. Add or remove colors as needed. Remember to designate all spot colors. On clear and metallic labels, opaque white ink is required to print opaque colors. Swatches for all Pantone spot colors, metallic inks, varnishes and adhesives should be included.
- F Proof Approval:** this area is used for your approval of the proof that Traco will provide prior to your label being printed. A signed copy of the proof must be returned to Traco before any printing can begin.
- G Safe Area:** this area (shown in green) is the safe area for your copy. Avoid placing important copy outside of this area. Background image can extend to the bleed edges as shown by the pink area. Items should not extend beyond the red lines.
- H Rounded Corners:** Rounded corners are the preferred corner for PS labels. The rounded corners provide easy application for both mechanical and manual application. The standard corner radius is 1/8". Corners as small as 1/16" radius can be used for small labels. Square corners are typically only used for special applications.



COLORS

Digital labels are printed with process ink colors (CMYK). These can be used to simulate Pantone Spot Colors and Metallic Inks. Use SWOP standards for process colors and Pantone (PMS) Coated Solid colors for spot colors. Show all spot colors used as swatches on the dieline. White ink may also be used for clear or metallic stocks. If white is used other than a flood, use a contrasting color to show white ink coverage on a separate layer. Be sure color mode is set to CMYK, not RGB and that Document Raster Effect Settings are set to 300 ppi.



DESIGN/LAYOUT APPLICATION SOFTWARE

Adobe Illustrator CS5 (.ai) is the preferred application for designing your labels. We also accept CorelDraw EPS files, hi-res PDF files, QuarkXPress files and Adobe InDesign files with some limitations. Adobe PhotoShop is NOT an acceptable format for use in printing labels. It is, however, excellent for editing photographic images that may be used on labels, but it should not be used for anything that contains type or vector graphics.

Submit files as Illustrator CS5 AI files whenever possible. Submit a PDF proof of your artwork also.



Document.ai



Proof.pdf



Image.psd



Font

PLACED IMAGES

Place images as 300dpi CMYK, layered PhotoShop PSD when possible. DO NOT EMBED IMAGES. Include placed images with the art files. Use Bitmap (1-bit), Grayscale (8-bit), RGB (8-bit), or CMYK (8-bit) modes only.

TYPE

Convert ALL type to curves (outline). If type changes are anticipated provide all font files with a non-outlined AI file. Use Sanserif typefaces for small text. Avoid use of small script fonts that have fine serifs and swashes.

POSITIVE TYPE

All positive type must be 4-point or larger for solid (single-ink) and 6-point or larger for CMYK process type. Consider using sans serif fonts for type smaller than 10-point. Do not use light weights or fine weights for small type.

ABCdef123

4-point or larger
single color
or black

ABCdef123

8-point or larger
4 color CMYK

REVERSED TYPE

All reversed type must be 6-point or larger and bold face or heavier. Type that is thinner than bold face must have a 0.2 pt stroke added. Reversed type smaller than 10-point can only be reversed from one color and sans serif only.

reversed from:
Black (K only)

ABCdef123

6-pt. Bold or larger

reversed from:
CMYK build

ABCdef123

10-pt. Bold or larger

reversed from:
CMYK image

ABCdef123

12-pt. or larger

EXTRA COLORS

Remove all extra colors from the Adobe Illustrator Color Palette. Use only CMYK colors or Pantone Coated Spot Colors. Be sure all spot colors are set as SPOT and not CMYK. Do not use RGB colors.

BARCODES

Barcodes must be backed by opaque white and the bars must be black (K) only. Barcodes must be vector artwork (lines and curves) and not bitmap images. Barcodes can be reduced up to 80% and bar height can be reduced as needed.



100%



80%