

# Quick Label Art Guide

**Files are complete only when they include: all supporting files and fonts, colors separated properly; without additional typesetting or any other file manipulation.**

## Supported Software

**Macintosh or Windows** • High Resolution PDF files (*with correct separations*) • QuarkXPress • InDesign • Illustrator • PhotoShop • FreeHand • CorelDraw

## Typesetting

We will typeset up to and including 6 lines of type free of charge. Choose from our 18 most requested type styles illustrated below. If it becomes necessary for us to match type we will select a typeface that is as close as possible from the entire ADOBE® or Bitstream® Type Libraries.

<b>A-1</b> Avant Garde	<b>A-2</b> <i>Avant Garde Italic</i>	<b>A-3</b> <b>Avant Garde Bold</b>	<b>A-4</b> <b>Avant Garde Bold Italic</b>
<b>H-1</b> Helvetica	<b>H-2</b> <i>Helvetica Italic</i>	<b>H-3</b> <b>Helvetica Bold</b>	<b>H-4</b> <b>Helvetica Bold Italic</b>
<b>T-1</b> Times	<b>T-2</b> <i>Times Italic</i>	<b>T-3</b> <b>Times Bold</b>	<b>T-4</b> <b>Times Bold Italic</b>
<b>P-1</b> Palatino	<b>P-2</b> <i>Palatino Italic</i>	<b>P-3</b> <b>Palatino Bold</b>	<b>P-4</b> <b>Palatino Bold Italic</b>
<b>S-1</b> <i>Brush Script</i>	<b>S-2</b> <i>Park Avenue</i>		

**Sending Files via Electronic Transfer (Preferred)** e-mail to: 4Lprepress@wsec.com

**To expedite your order you must include:**

- |                    |                   |   |
|--------------------|-------------------|---|
| 1) Your name       | 4) Phone Number   | 7) Your 4 Lakes contact person                  |
| 2) Company name    | 5) Fax Number     | 8) Fax copy of the e-mailed art to 608-222-9022 |
| 3) Purchase Order# | 6) E-mail Address |   |

## Sending Files via Disk

### Supported Media

- 1.44MB 3.5" High Density Floppy Disk
- 650MB CD-R
- 8.5GB DVD±R DL (dual layer)
- 100MB ZIP Disk
- 700MB CD-R
- 250MB ZIP Disk
- 4.7GB DVD±R

**We do not support the following media**

- 720K 3.5" Double Density Floppy Disks
- CD/RW (rewritable CD)
- DVD±RW (rewriteable DVD)

## Standard Ink Colors



## Flexographic Printing Requirements

- **Copy** is to be placed at least 1/16" away from the edge of the label.
- **Borders** must be a minimum of 1/16" thick and if they bleed they must extend an additional 1/16" outside of the labels edge.
- **Bleeds** must extend 1/16" outside the die-cut area. Butt cut and sheeted labels cannot bleed, a small white border will be added to all edges around the outside of the label.
- **Minimum Positive Type** is 4 points in a block type such as Helvetica, 6 points if the type is a serif type such as Times Roman.
- **Reverse Type** Minimum 6 point block type (such as Helvetica) and 8 point Serif type (such a Times Roman) is recommended. Avoid bold or extra light type faces smaller than 8 points.
- **Lines Weights** Minimum of .5 point or .007 inches.
- **Registration** variation color to color is ±1/32". Please set trap to accommodate 1/32" press movement (a minimum of .5 point or 0.007 inch). Overprint black.
- **Flexographic Trap** A .5 point trap between colors is recommended.
- **Screen Values** can range from 3% - 90%. Graduated screens can range from 3% - 100%.

# Quick Label Order Guide

**Label Stocks** – Please see bottom of each pricing page for available stocks and style category.

<b>*Favorite</b> Gloss Litho *Fluorescent *Red, Pink, Orange, Green and Chartreuse	Semi-Gloss Semi-Gloss Removable Yellow Gloss	Thermal Transfer Direct Thermal	<b>**Unique Impression</b> Bright Silver Dull Silver Clear Polystyrene Gloss Blockout	Bright Gold Dull Gold Semi-Gloss Ultra Removable Thermal Transfer Blockout	<b>***Ultra Performance</b> Vinyl Semi-Gloss Repositionable Clear Polyolefin White Polyolefin
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**Adhesives** – The adhesives used on the labels in this catalog (except “removable, ultra removable and repositionable”) are a general purpose, permanent adhesive, which should perform well under normal environmental conditions. If abnormal conditions will be encountered, such as high or low temperatures, please consult us prior to ordering labels. **We strongly suggest testing the labels’ adhesive on the item it will be adhered to.** Samples available upon request.

**Proofs** – Electronic PDF or color laser proofs (not true to color) are available upon request. If a proof is requested, a ship date will be assigned after proof approval. Color match proofs are at \$150 each for flexographic printed labels and \$100 each for digitally printed labels.

**Packaging Information** – All label items are routinely packed in cartons. Roll quantities, for most items, are 1000 labels per roll on a 3" core. These specifications may vary, however, depending on label size. Call us for pricing roll quantities of 500, 250 or 100.

**Pricing** – All prices shown in this book are retail. For wholesale pricing deduct 50% off all prices. List prices are based on printing one standard ink color on the designated label stocks listed. Digitally printed label prices are based on 4 color process printing on the designated label stocks listed.

## Additional Charges

**PMS match**—\$60 per color

**Fluorescent/Metallic Inks**—Call for pricing

**Bleeds**—\$25 setup charge per color

**Screens**—\$25 setup charge per color

**Copy/Plate changes**—\$20 per change

**Color wash-up**—\$20 per wash up

**Barcode**—\$10 each; one time charge

**Typesetting: up to six lines**—No charge

**Over six lines**—\$1 per line

**4 color process**—Call for pricing

**Color match proof**—\$150 each for a flexographic printed label  
\$100 each for a digitally printed label

**Machine Applied Labels** – Call to discuss specifications and obtain pricing information.

**Over Run/Under Run** ±10%

**Freight** – F.O.B. delivered on 10,000 labels or more.