Artwork Requirements

CROWN LABELS
.co.uk

We want your labels to look as great as possible, and the quality of the artwork we receive can often have a big impact on the final result. Use this guide to learn more about providing suitable artwork.

⚠ Designers should refer to our Complete Artwork Guidelines document for precise guidelines.

What artwork are you providing?

Sketch
Core layout and desired text, with no specific preference on fonts, colours, or final layout.

Diagram
Detailed layout of your label with some reference to desired fonts, text sizes, colours, etc.

Designed
Full design and layout for your label, but some tweaks may be needed for print compatibility.

Complete
Full design and layout for your label with artwork compatible for chosen print process.

Providing Sketches

Sketches are a great way to help communicate what you want your label to look like, particularly if you just want a simple design. You could draw it by hand, or create it using basic software on your computer (e.g. in Word).

Does my sketch communicate my basic requirements?

Make sure your sketch has:

☐ A rough layout (if necessary)
☐ Any required text
☐ Indications of size & colour
☐ Any required design elements

Provide your sketch as:

ai   pdf   eps   ps
png   jpeg   doc

Providing Diagrams

Diagrams go beyond basic sketches because they begin to get more detailed in terms of the design, for example stating specific font choices, text size or colours, but normally need re-setting ready for print.

Does my diagram have enough detail for artwork to be made?

Make sure your diagram has:

☐ Layout with dimensions
☐ Text and fonts specified
☐ Colours selected
☐ Relevant brand identity details

Provide your diagram as:

ai   pdf   eps   ps
png   jpeg   doc

Can Crown Labels produce my artwork?

Our artwork team are more than happy to set up basic artwork from sketches and diagrams, and can also make edits and adjustments to your existing designs and complete artwork.

We recommend using a dedicated design agency for creating complex artwork from scratch (e.g. product labels) as they'll be able to work in depth with you to create your brand.

More to read ▶

Providing Designs

Designs will typically have all the elements needed for an artwork, but some aspects may need adjusting by our team to suit the specific print process being used to make your labels. We'll let you know of any changes during artwork proofing.

Make sure your design has:

☐ Artwork that can be edited   ☐ Text outlined or fonts provided

☐ Bleed (especially for images)   ☐ CMYK/Pantone Colours

Is my design in an editable format so that adjustments for printing can be made if necssary?

⚠ Please send us any embedded files or non standard fonts being used in your design.

Provide your design as:

ai   pdf   eps

Providing Complete Artwork

When you're providing complete artwork, you'll have followed all of our guidelines regarding your label in order to create a vector based artwork compatible with printing. We'll still provide a proof for your records.

Make sure your complete artwork has:

☐ Been created following our complete artwork guidelines

☐ Been matched to the details and size shown on your quote

Have the artwork guidelines for my chosen print process been followed in full?

✓ Remember to embed any additional files and convert non standard fonts to outlines.

Provide your artwork as:

ai   pdf

Does the print process have an impact?

Different print processes have different capabilities and features which may influence your design choices, such as the number of colours you pick or the amount of fine detail used in your artwork. Keep these in mind when thinking about your label order and what you want for your design.

Digital

✓ Most flexibility with design as printing occurs without limitations of print plates

⚠ Prints to an extremely high quality, so poor provided artwork will still be noticeable

Flexographic

⚠ Vector artwork is needed for the best results when creating flexo print plates, and any images must be high quality.

⚠ It's possible to print images and screens, but these will be of inferior quality compared to digital printing

Hot Foil

⚠ Plates have to stamp each colour sepately to create a design, which is not suitable for images

⚠ Colours are limited to available foils, and unlike Flexo inks, they can't be mixed and combined

Thermal Transfer

⚠ Shapes and designs can only be printed in a single colour which limits potential designs

⚠ Designs need to be largely text based for best results, with only one or two small logos

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