



leapin' lizard  
LABELS

[team@leapinlizardlabels.com](mailto:team@leapinlizardlabels.com) | [970-484-0850](tel:970-484-0850)

# Design Guidelines

## Looking to hire a designer or design your own label?

We recommend hiring a freelance designer that knows the in's and out's of label printing to make sure you get exactly what you are looking for. Or, if you are looking to design yourself, we recommend programs like Canva.com that are easy to use and allow your artwork to be exported in the appropriate format.

Below you will find a list of steps to help guide you through our design process, and what we will need in order to print your labels to your specifications. Please feel free to reach out if you have any questions, and our team would love to help you out!



### Acceptable File formats

- Vector files (Adobe Illustrator is our pick)
- High-quality PDF

Please note: Any files requiring white ink (spot metallic) printing **must be** 100% vector (Adobe Illustrator).



### Resolution

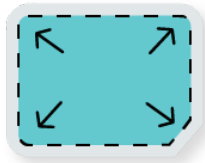
If you are saving your artwork as a raster file (.jpg, .tiff, .png) please save the files as **300dpi** or higher, for best results.



### Color Profile

To create your label you will want to use CMYK for your color profile. This will allow your labels to print with the correct color format.

In Illustrator: *File > Document color mode > CMYK Color must be selected*



### Add Bleed

Please make sure you add at least **0.25"** to the width and height of your label, and extend the artwork to fill this area. This assures that when your labels are cut, there is no unwanted white trim around the label and your color goes all the way to the edge (if applicable).



### Outline or attach fonts

When using a program such as Illustrator, make sure all text is outlined. You can also send us your font files.

In Illustrator: *Select All Text. Then "Type" from top menu > "Create Outlines"*



### Embed Links

When you are using a program such as Illustrator, you will want to make sure any pictures, graphics, or other linked files are embedded so they are not missing when we open up the file.

In Illustrator: *Select All Links Window > Links > Panel Menu > Embed Images*



### Save the Correct File Type

We can work with a variety of files, however, we prefer Illustrator, EPS, or high-quality PDF files. Just a reminder, that any files requiring white ink (spot metallic) printing **must be** 100% vector (Adobe Illustrator).

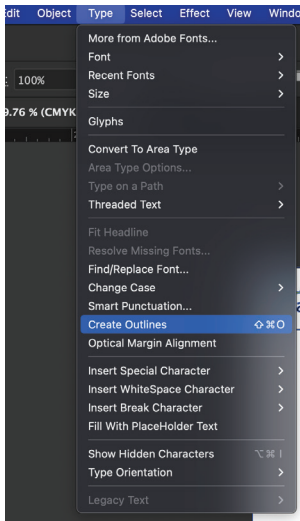


### Email Us your Artwork

You can email your artwork to [team@leapinlizardlabels.com](mailto:team@leapinlizardlabels.com). Note: Please make sure to state the size of your label in the email. We don't want to assume the artboard is the correct size.

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# Troubleshooting

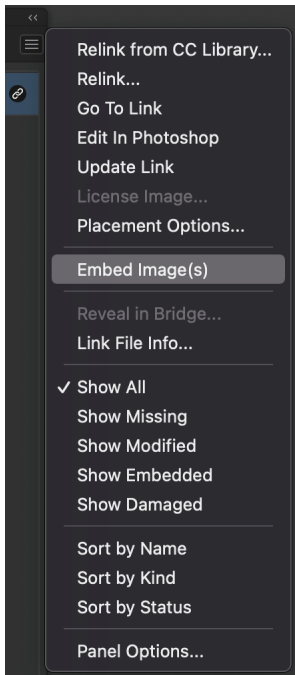


## Outlining Fonts

A missing font occurs when artwork was built using a particular font on one computer, but this font is not installed on the computer opening the file. Because of this potential problem, we ask that all fonts are outlined.

To outline a font, open your document in Adobe Illustrator and choose “Select” from the top menu and “All” to select all text. Now select “Type” from the top menu and click “Create Outlines”.

Save this as a new file, separate from your original, as the text will no longer be editable.



## Embedding Links

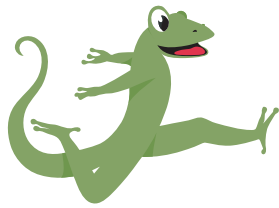
Much like a missing font, a missing link error occurs when the artwork was built using a particular image on one computer, but this file does not exist on another computer. Because the artwork will not display properly, we ask that all links are embedded in your file.

To embed links, open your document in Adobe Illustrator and choose “Window” from the top menu and “Links” to open the Links panel.

- Select any linked files from the list.
- Click on the 3 horizontal lines to open up more options.
- Select “Embed Images”.

Save this as a new file, separate from your original, as the links will now be embedded and not editable in other programs such as Adobe Photoshop.

# File Types



## Vector Images

Mathematical equations help in designing the vector graphics. The equations are translated into various curves, lines, shapes, and figures. Vector images do not get blurred if you zoom them, and they are responsive. That's why elements and logos are in vector image format. E.g., SVG and AI



## Raster Images

Raster images are pixelated image file types. Made of various pixels, Raster images are not responsive. They get blurry as we enlarge the size of raster images. Most of the images we see on the Internet and daily life are raster images.

**JPG** - The most common image file. Raster.

**PNG** - Similar to a .JPG but with the ability to have a transparent background. A better choice for text-based images. Raster.

**TIFF** - High quality image file. Used for large, clear, printing. Raster.

**AI** - Adobe Illustrator native file. Vector.

**EPS** - Larger than .AI files but more flexibly used with other programs. Vector.

**PDF** - PDF is an abbreviation that stands for Portable Document Format. It's a versatile file format created by Adobe that gives people an easy, reliable way to present and exchange documents. Raster or vector.

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# Glossary

**CMYK** - CMYK (Cyan, Magenta, Yellow, Black) is a mixture of inks used in printing.

**RGB** - RGB (Red, Green, and Blue) interacts with light emitted from a screen and is primarily used for digital artwork that will be displayed on a computer or television.

**Pantone** - A Pantone or PMS color is a specific numbered color in the Pantone Matching System® used in the graphic arts, printing and other industries to facilitate accurate and consistent color reproduction, especially across multiple production runs, vendors and manufacturing processes. Leapin' Lizard Labels is not a Pantone printer but we can closely match certain Pantone colors.

**Embed** - Larger than .AI files but more flexibly used with other programs. Vector.

**Link** - PDF is an abbreviation that stands for Portable Document Format. It's a versatile file format created by Adobe that gives people an easy, reliable way to present and exchange documents. Raster or vector.

**Bleed** - Color or imagery that needs to extend to the edge will need to extend past the cut line at least .005".

**Cut Line** - A line that indicates the exact size and shape of the label.

**Safe Area** - An inside boundary at least .005" on all sides from the cut line that will assure no text or important artwork is too close to the edge.

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If you have any questions on the above steps, please feel free to reach out and our team will happily assist you.