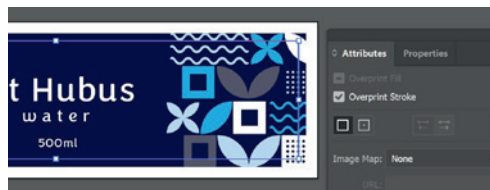


Artwork Guidelines



Roll labels follow very similar artwork guidelines to other CMYKhub manufactured products;

- 300dpi images
- CMYK colour space
- Embedded fonts
- Minimum of 1.5mm bleed
- Trim box geometry (size) set correctly
- Keep important text/graphics at least 2mm from the trim edge
- Dieline as a spot colour called 'Dieline' set to overprint*



*Please note the leading edge on our rectangle dielines. Keep this in mind when selecting your roll

When placing your order in Hublink, you have the option to select a roll direction at no additional cost. If this is not selected, we will determine a roll direction for you.

Your roll direction is determined by the supplied artwork orientation, please review the steps on the next page to avoid invalid selections and your order failing preflight.

Additional Options	
<input checked="" type="checkbox"/> 1000	RD1 - Roll Wound Outside, Top of Label Dispenses First
<input type="checkbox"/> 1000	RD2 - Roll Wound Outside, Bottom of Label Dispenses First
<input type="checkbox"/> 1000	RD3 - Roll Wound Outside, Right Side of Label Dispenses First
<input type="checkbox"/> 1000	RD4 - Roll Wound Outside, Left Side of Label Dispenses First
<input type="checkbox"/> 1000	RD5 - Roll Wound Inside, Top of Label Dispenses First

If roll direction is not important to you...

- The PDF dimensions must match the ordered product.
- The PDF can be supplied in either orientation. Consider the same way you can order a 90x55mm business card and can submit landscape (90x55mm) or portrait (55x90mm).

This example shows our 49x200mm label



200x49mm (Landscape)*

*the product remains 49mm across x 200mm around



49x200mm (Portrait)*

*the product remains 49mm across x 200mm around

If roll direction is important to you...

- The PDF dimensions must match the ordered product.
- The PDF can be supplied in either orientation.
- The product you order lists the dimension of the leading edge of the roll first e.g. a 49x200mm label must have 49mm as the leading edge.
- Select your Roll Direction based on the orientation of the PDF.
Regardless of the content, your artwork will be interpreted as "heads up".

This example shows our 49x200mm label



49x200mm (Portrait)*

*the product remains 49mm across x 200mm around

This could have RD1, RD2, RD5, RD6



200x49mm (Landscape)*

*the product remains 49mm across x 200mm around

This could have RD3, RD4, RD7, RD8



Rotating the artwork so it is not 'heads up' does not provide any additional roll directions. The available roll directions are dependent only on PDF orientation.

In this example the product is 49x200mm, so only roll directions with 49mm as the leading edge are possible. This product can never be wide edge leading (200mm).



Roll Direction Chart

