

**HUB**  
L A B E L S

# ART SPECIFICATION GUIDE

FOR PRINT GRAPHICS AND FILE UPLOADS

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## About Hub Labels

Hub Labels has always been on the forefront of advances in the label printing industry, having been among the first to introduce four-color process, computer-to-plate technology, digital printing, servo-driven presses, and many other innovations. The customer base has grown from a handful in the 1970s to over 650 active customers today, with several multinational accounts and customers based all over the US. While Hub has grown to be one of the largest label companies in the US, it steadfastly maintains its family-owned tradition and dedication to quality and service that has made it one of the industry's success stories.



Wine & Spirits  
Digital Printing



Digital Printing/  
Color Process Prime

# Hub Labels Quick Fact Sheet

## Preferred File Formats

**Adobe Illustrator** native with supporting images and fonts

**Adobe Photoshop** layered with supporting fonts

**Press ready PDF**

**Submission Format:** Compressed Archive (ex: .zip)

Minimum Line Widths	Points	Imperial (ht.)
Minimum Thickness	0.5 pt	0.0069"
Minimum Thickness (reverse)	0.5 pt	0.0069"

Minimum Font Size	Points	Imperial (ht.)
Minimum Height	4.5 pt	0.0473"
Minimum Height (reverse)	5 pt	0.0525"

Bleed	Points	Imperial
<i>May vary depending on label gap or if sheeted</i>		
Standard (following die line)	9 pt	0.125"

Foil	Points	Imperial
Regular (Prime/ Linerless) trap	0.504 pt	0.007"
Direct Mail trap	1.152 pt	0.016"

## Colors

Spot Must be specified as a PANTONE® number

CMYK Must use C,M,Y, K build

Rich Black areas (CMYK build) 75% C, 68% M, 67% Y, 90% K

Digital Black areas (Lab values) 9% L, 0% a, 0% b

## Coatings/White

Any Varnish, Foil or Opaque White layers must be labeled on a separate layer.

## Die Line

Die lines must be colored with a spot color labeled "Die" or "Die Line" on a separate layer.

Contact your Customer Service Representative for information about custom Die Lines.

## Images

Minimum image resolution 300dpi

Color Profile CMYK

## UPC Specifications

Minimum Width 80% of standard size or 1.1783" (29.92882mm)

Minimum Height 0.25" (6.35mm) of scannable bar code

Color Darkest spot color or 100% black

Bar width reduction 3.3 microns / 0.125pt / 0.0017"

Quiet Zone 0.125" (1/8") white space around

## Dot Specification

Minimum % of Color 2%

Maximum % of Color 100%

**Average** dot gain on press +10% (depending on press)

Line Screen 150 lpi – 175 lpi

## Proofing

- Calibrated inkjet proof profiled to Hub Labels ICC profile
- Calibrated inkjet proof profiled to G7 GRACoL Standard

## Ink Drawdowns:

Hub Labels ink room produces drawdowns for special and PANTONE® colors by request.

## File Transfer Protocol (FTP)

sftp:hub.brickftp.com

User: hublabelsart (case sensitive)

password: please contact us for password

## Contact

Hub Labels

18223 Shawley Dr, Hagerstown, MD 21740

(301) 790-1660

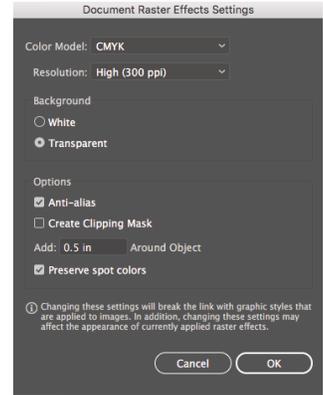
# Graphics Specifications

## File Setup

Preferred file formats are **Adobe Illustrator CC (native)** and **Press Ready PDF**.

Acceptable file formats also include Adobe Photoshop (native layered) and InDesign.

- Files should be submitted as Adobe Illustrator CC (native) with all supporting files including hi-resolution images and fonts. **Do not embed images. If any transparency effects are used, the "Document Raster Effects Settings" under the "Effects" menu, needs to be set to "High-300dpi" for best results.**
- Other forms of press-ready files may be acceptable. Please contact Hub Labels for confirmation prior to sending files.



## Images

When using scanned images in your art, make sure that they are scanned at a minimum of **300 dpi** in a CMYK or Grayscale color profile. Do not embed scanned images in the final document. Allowing pre-press to adjust for dot gain, densities and/or color correct to our press calibrations if necessary.

## Colors

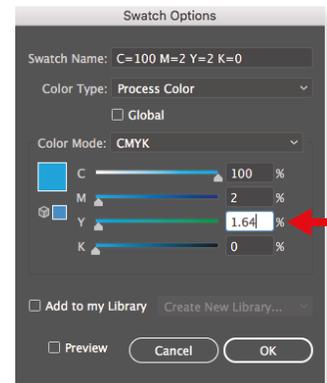
Use the PANTONE® Color Matching System for spot colors, or supply a sample of the color you are trying to match.

Be sure any color scanned images are CMYK. Our workflow does not accept RGB images.

Colors must have 2% minimum dot value when creating the desired color. Flexo plates only hold a minimum of 2% dot. Anything less than 2% color will stop abruptly and "drop off" the plate creating a hard line or edge, which will be visible in the final printed piece.

For Gradients, make sure that all the light areas on the slider have at least 2% of the color value.

For Vignettes or Fades, fill in the 2% to the edge of the label, die cut, or the next object or the color will stop short of the area and create hard defined edges in the final piece.



Colors drop off at 0%



Smooth gradient with colors at 2%



**Helpful Tip:** Do not save images as Black & White and colorize in Illustrator or InDesign as this can generate unexpected results.

## Text/Fonts

Regular type should be **no smaller than 4.5pt** for legibility. Reverse type should be **no smaller than 5pt**. Sans Serif fonts and spot colors are best for reverse type. 4-color process reverse type usually requires a stroke around the text as it is vulnerable to the conditions of the press as it moves at high speeds. We will suggest a spot for the reversed type to ensure better quality and legibility.

Create all black text/Line text at **100% black** and not 4CP Black.

We suggest using **Black** or **Spot Colors** for text using **Postscript, Open Type or TrueType** fonts.



**Helpful Tip:** Try using the “darkest” color. (In this example, Cyan tends to be less noticeable)

**Example of 4CP Black Text** **TEXT**

*Plates can bounce on a flexo press causing the colors C, M, Y to show.*

---



**TEXT**

*Plates can bounce on a flexo press causing the colors C, M, Y, K to show.*

**Example of Knockout Text**



*Fixed by adding .5pt cyan stroke around text.*



*Fixed by converting to spot PMS 2372 C.*

## Line Thickness

Line strokes should be **no less than .5pt** (0.0069”) in thickness. This applies to both color and reverse strokes. If the stroke is less than .5pt, there is a chance that the stroke may not print or may close (reverse).

## Traps

*Trapping* is the term for slightly overprinting elements.

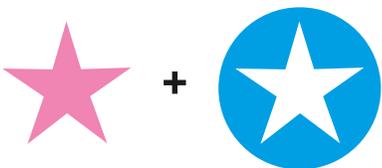
Our graphics technicians will apply the necessary trapping to your artwork. Every label requires different care when addressing trapping. Vector art is required for this process. Our hard copy proofs will show standard trapping so please review carefully.

Trapping is required to avoid gaps between blocks of differing color. For example, printing a pink star with a blue background, it is necessary that the the edges of the star slightly overlap the background to avoid a white gap between the two colors because presses cannot be 100% accurate. To be less noticeable, the lighter color object usually spreads into the darker color object.

The standard trap width for Prime and Linerless jobs is 0.504 pt (0.007”).

The standard trap width for Direct Mail is 1.152 pt (0.016”).

Here is an example of trapping that is done at the pre-press step of your label printing:



**Example of artwork**

*Goal is to print the pink star inside of the blue circle.*



**Example of correct trap**

*Notice the lighter color evenly spreading into the darker color to prevent the paper showing through.*

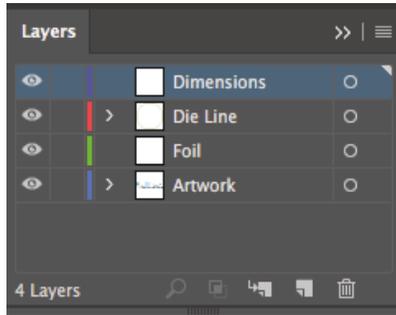


**Example of incorrect trap**

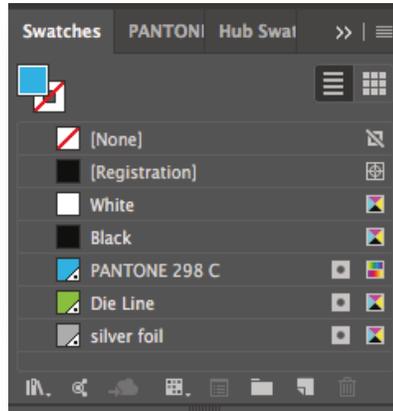
*Notice the lighter color **does not** spread into the darker color to prevent the paper from showing through.*

## Die Line

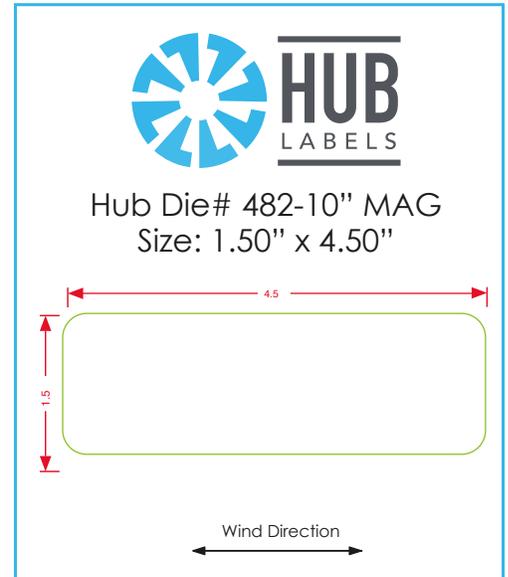
Artwork should be setup with a Hub Labels die. Contact Customer Service for the appropriate die line. This is required in order to ensure proper registration and bleeds for the art. Die files will be supplied by Hub Labels upon request. The die file from Hub Labels ensures that the art will step and repeat correctly. Description text on original die line must remain on the file. The art needs to utilize a separate (overprinting) spot die line color placed on a separate layer.



Notice how the layers are set up: Dimensions, Die Line, Foil, Artwork on separate layers



Notice how the colors are set up: Die line, Foil, PMS are called out



Example of Hub Labels Die Template

## Bleeds

*Bleed* is the term for extending the artwork beyond the die line.

Bleed is required if the item you are printing has color that will print to the edge of the piece. Because presses are not 100% accurate and paper can slightly shift, it is necessary to print slightly larger than the die if you want to avoid unprinted strips on the edges of your labels.

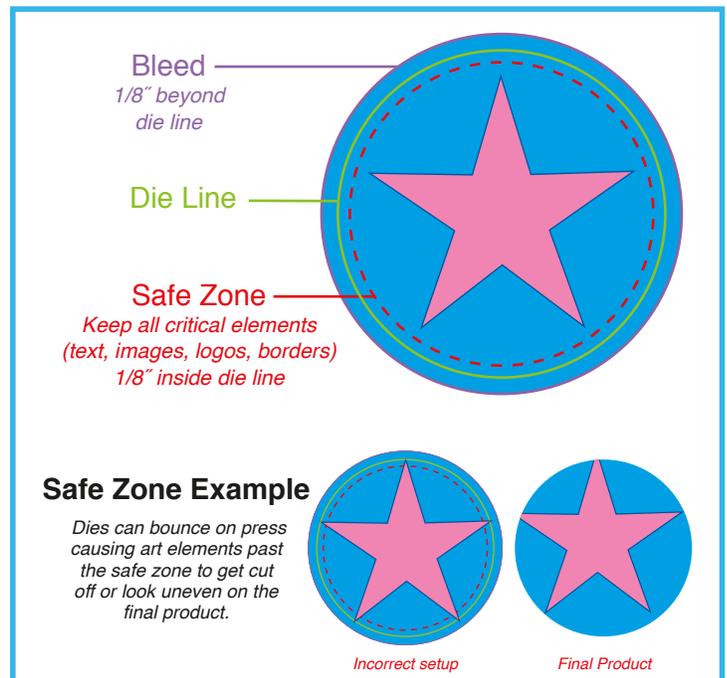
The standard bleed is 9 pt (0.125”).

## Safe Zone

*Safe Zone* is the term for the distance you should allow from the edge of your finished label size for text, diagrams or images not going to bleed.

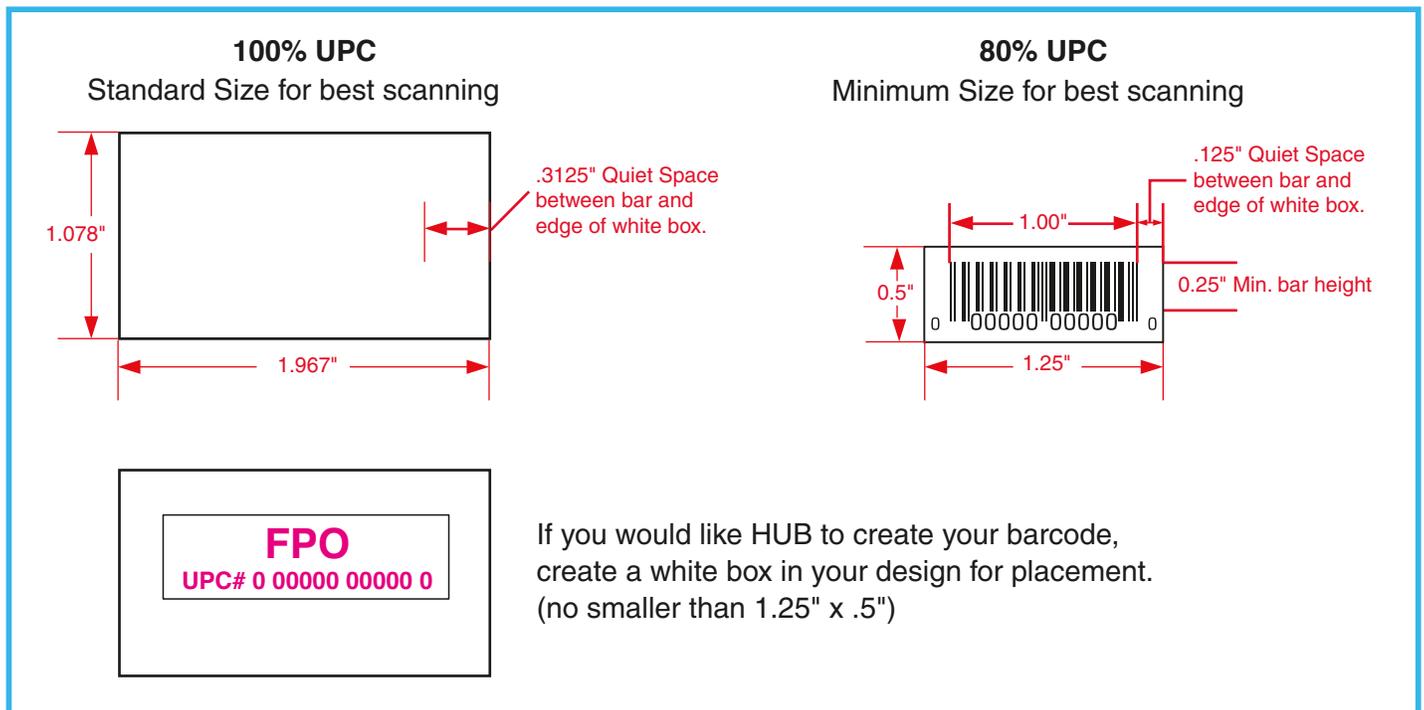
The reason for this is the tolerance in cutting. If you have a design where the elements runs to the edge then any cutting deviation will result in some of your text being cut off causing the finished job to look uneven.

The standard safe zone is 9 pt (0.125”).



## UPC Bar Codes

- Minimum Width must be no smaller than 80% of standard size.
- Minimum Bar Height must be at least 0.25" (6.35mm) tall to scan
- Bar Width Reduction must be set at 3.3 microns (0.125pt) (0.0017") at 2400 dpi
- Quiet zone of 1/8" (0.125") or more is necessary around bar code scanning.
- Barcodes should be printed with the darkest possible spot color or 100% black to ensure scannability
- For establishing new bar code numbers and/or special designs, contact at <http://www.uc-council.org/>
- Barcode Standard: Refer to ANSI document Bar Code Print Quality Guidelines X3.182 for additional technical specifications



## Common Bar Codes

The following are Types of Common Bar Codes that Hub creates.

- UPC A
- UPC E
- CODE 128
- CODE 39
- DATAMATRIX
- EAN 8
- EAN 13
- ITF-14
- ITF-16
- QR

## Cold Foil

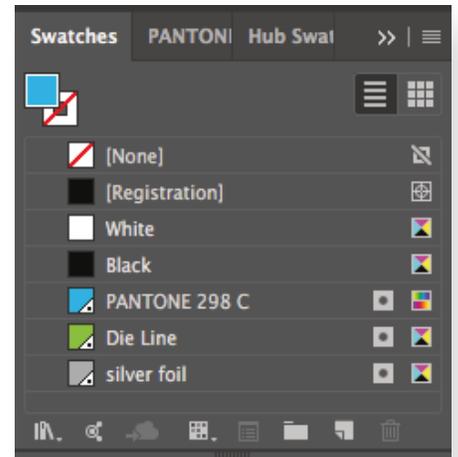
Cold foil is a metallic film with a removable liner that is applied to the sheet inline on press. Cold foil can be applied before printing and can be immediately overprinted inline. This allows you to alter the color using the entire CMYK color gamut.

Cold foil is applied to the press sheet using adhesive laid down with a printing plate (plate charges apply).

The standard foil trap is 0.504 pt (0.007")

The standard foil trap for Direct Mail is 1.152 pt (0.016")

Please make sure cold **foil is called out by name** and is on its own **separate layer** when creating files.

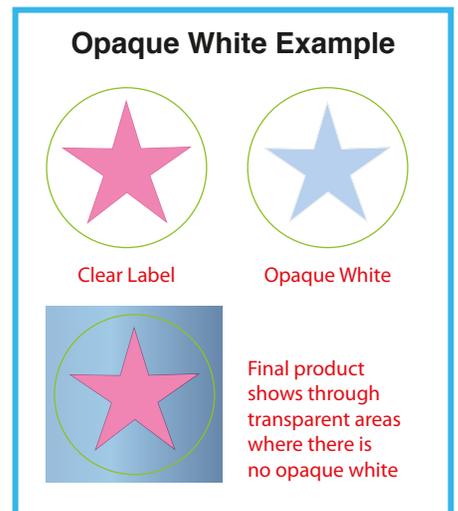


Notice how the colors are set up: Die line, Foil, PMS are called out

## Opaque White

Opaque white is an ink often used on clear material to keep the product packaging from showing through the art. It prints underneath the other colors to make the area opaque. It can also be used as a color on its own. This color is usually used in specific areas and will be shown on the proof as a separate color. A spot Opaque White calls for a plate and charges apply.

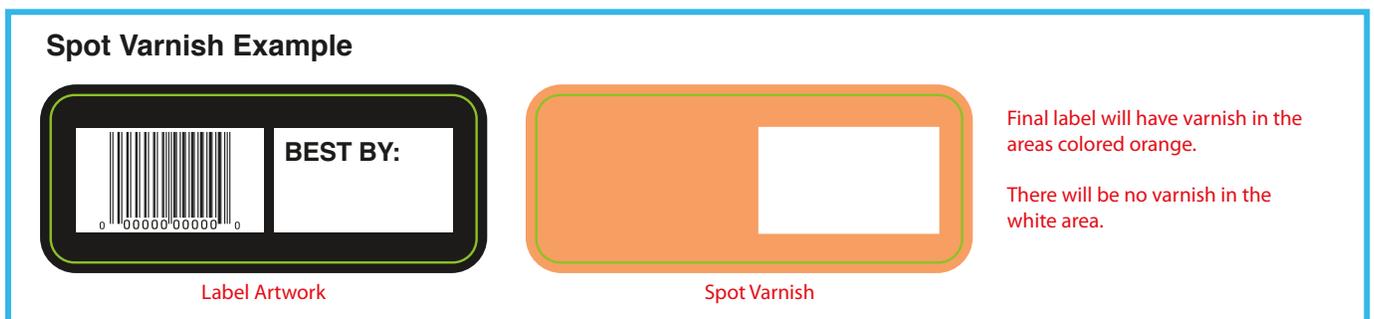
Please make sure **opaque white is called out by name** and is on its own **separate layer** when creating files.



## Varnish

Varnish is a clear transparent finish that is typically matte, gloss, or imprimable. It prints on top of the other colors. This color is usually a flood, if used as a spot and will be shown on proof as a separate color. A spot varnish calls for a plate and charges apply.

Please make sure **spot varnish is called out by name** and is on its own **separate layer** when creating files.



# Proofing

## Types of Proofs

At Hub Labels, we can provide a G7 profile of our press gamut in order to achieve predictable and consistent color of the final printed piece. Please contact Hub Labels to have our ICC profile sent to you.

Types of proofs we accept:

- A calibrated inkjet proof profiled to the G7 GRACol profile.
- Other types of proofs must be approved by Hub Labels Production Department.
- Previously printed sample of label.

## Ink Drawdowns

Hub Labels can provide a custom drawdown, produced by our ink room, on the specific substrate with the custom or PANTONE® color. As part of our business practice, customers are asked to approve the drawdown by signing the approval sticker on the back and return the signed ink drawdown back to Hub Labels.

For spot and PANTONE® simulations, we use an Extended Color Gamut System to reduce the number of inks used on a job.

For custom ink colors, we can take a Lab reading to create an ink drawdown. These would then follow the same procedures as mentioned above.

## Extended Color Gamut System

Hub Labels offers High Definition and Extended Color Gamut System services. Thus optimizing the type of screens and amount of colors that can be reproduced with one ink set to achieve the most vibrant, colorful and detailed images.

### ***Advantages:***

- Reduce spot and PANTONE® colors
- Fewer ink and press units are required
- Reduced cost because of fewer inks and less plates
- Creates a high definition print with detail and vibrancy.

# File Submission

When submitting art, a color printout or PDF is Required of the final version to verify that art has been received properly and proof read correctly.

## Include all parts to each job:

- |                                     |   |  |
|-------------------------------------|---|--|
| <input type="checkbox"/> .eps       | <input type="checkbox"/> final art file | <input type="checkbox"/> spot colors                 |
| <input type="checkbox"/> .tiffs     | <input type="checkbox"/> high res pdf   | <input type="checkbox"/> color samples               |
| <input type="checkbox"/> .psd files | <input type="checkbox"/> images         | <input type="checkbox"/> proof                       |
| <input type="checkbox"/> logos      | <input type="checkbox"/> fonts          | <input type="checkbox"/> other important information |

## Email

We are able to receive emails up to 10Mb in size. Please fill in the Subject line with the customer name and brief job description. Please contact Hub Labels for a Customer Service Representative.



**Helpful Tip:** Package your document (a feature of both Illustrator and Indesign) to ensure all elements are provided. Also, remember to compress the files prior to emailing them to avoid any file corruption that is common with emailed files.

## File Transfer Protocol (FTP)

Please use an FTP client such as Fetch or Cyber Duck. There are several free versions of FTP clients available online. Internet browsers are not recommended for file transfer.

Host: sftp:hub.brickftp.com  
 User: hublabelsart (case sensitive)  
 Password: please contact for password

## Dropbox

Please contact Hub Labels for the appropriate Dropbox folder.

## Other Recommended Online File Transfer Services

- Hightail
- Google Drive
- WeTransfer

## USB/CD/DVD

If you would like to send the files via mail service, we do accept USB drives, CD and DVD. Send to:

Hub Labels  
 Attn: Graphics Dept.  
 18223 Shawley Drive  
 Hagerstown, MD 21740  
 (301) 790-1660

# Additional Resources

## Helpful Links

For establishing new bar code numbers or special designs, contact GS1:  
<https://www.gs1us.org/>

### FDA Food Labeling Guide

<http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocuments-RegulatoryInformation/LabelingNutrition/default.htm>

### USDA Meat and Poultry Labeling Guide

<https://www.fsis.usda.gov/wps/portal/fsis/topics/regulatory-compliance/labeling>

### Chemical Labeling Guide

<https://www.osha.gov/dsg/hazcom/index.html>

### Organic Certification

<https://www.usda.gov/topics/organic>

### Seafood Labeling Guide

<https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocuments-RegulatoryInformation/Seafood/default.htm>

**\*Hub Labels prints for many industries, each has complex labeling and variables with specific requirements.**

**It is our customers' responsibility to verify that their packaging meets any requirements set forth by regulatory agencies governing their industry.**

## Contact Us

Hub Labels  
Attn: Graphics Dept.  
18223 Shawley Drive  
Hagerstown, MD 21740  
(301) 790-1660

# Art Changes

## Key things to remember:

- For items with minor changes, the first 2 PDF proofs are free (text changes, deletion of text, etc)
- AA (Author Alterations) \$35 per change (per additional proof after 2nd proof).
- Art Design/Charges for recreation or redesign are priced at \$75 an hour.
- Multiple version design - negotiated fees can be done if a customer has multiple items.

We should see a sample of art work prior to quoting art charges.

