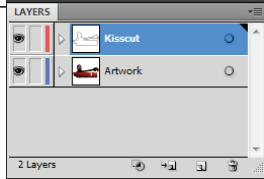
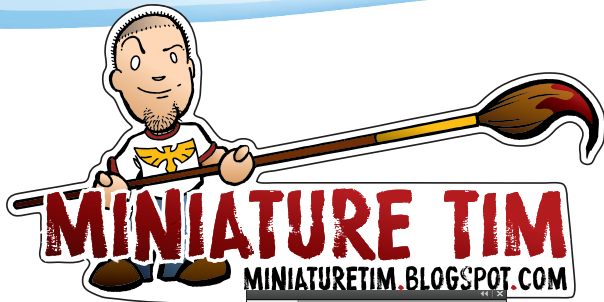


# Electronic Art Guidelines: freeform™



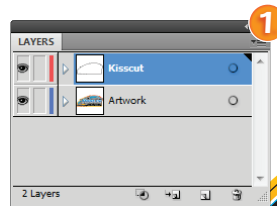
**Allows you total design freedom!**  
**No need to conform to standard shapes and sizes!**

When creating a file for freeform™, it must follow all the existing Electronic Art Guidelines. Adobe® Illustrator®, Adobe® InDesign®, and Adobe® Acrobat® 6 are the preferred applications for freeform™.

freeform™ artwork must be a layered file and incorporate two elements:

- **Artwork**
- **Kisscut (Dieline)**

*(These can be set up in Adobe® Illustrator®)*

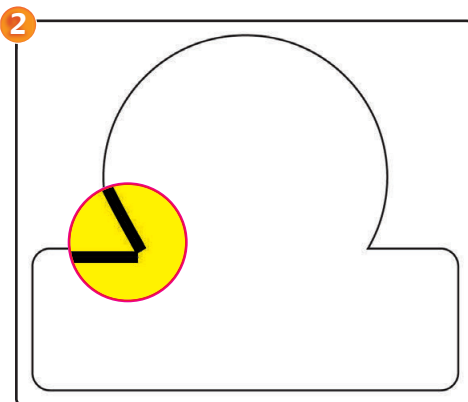


**1.** First, design your label, keeping in mind how you want your dieline to fit around the art. If you want a bleeding border, make sure to extend a full 1/16" all the way around your label art. Remember to create **ALL** fonts to outlines.

**2.** Once you have your label design finished, create a new layer and name it kisscut. This layer is where the dieline is set-up. Dielines should be one seamless piece of art, in either:

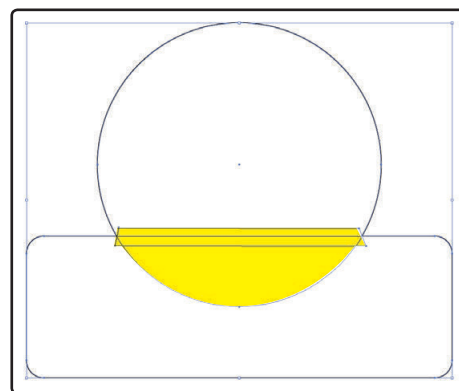
- **Adobe Illustrator®** (preferred)
- **An embedded, bitmapped Adobe® Photoshop® TIF** (these must be embedded)

Position the dieline exactly where you want it to cut. When making an Illustrator® dieline, please use a 1pt stroke weight on it. Any color will work as long as it is in the correct layer: **Kisscut**. Do not put any extra boxes or strokes in this layer - even if they are colored white, they will become part of the dieline and cut through the label. **See examples below:**



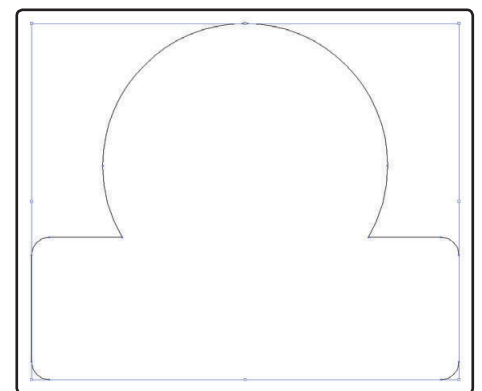
**Incorrect**

Wherever there are breaks in the dieline it will **NOT** cut at that point



**Incorrect**

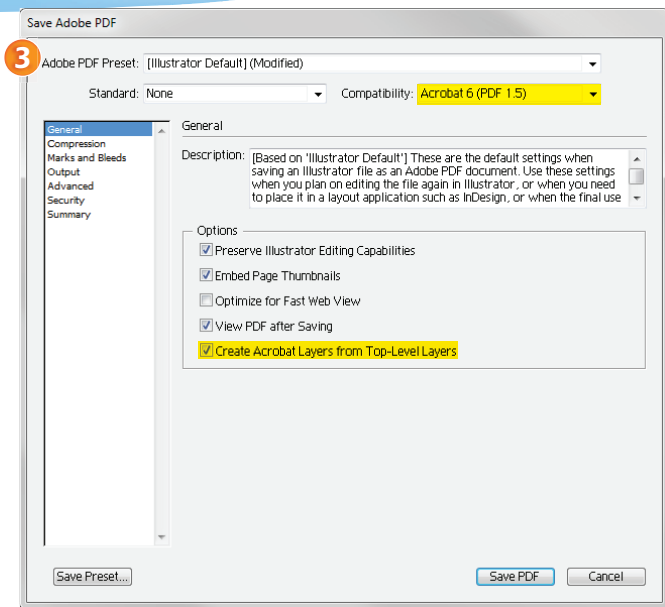
Everything in the kisscut layer will become part of the dieline and cut through the label



**Correct**

One seamless, solid piece of art

# Electronic Art Guidelines: freeform™ cont'd

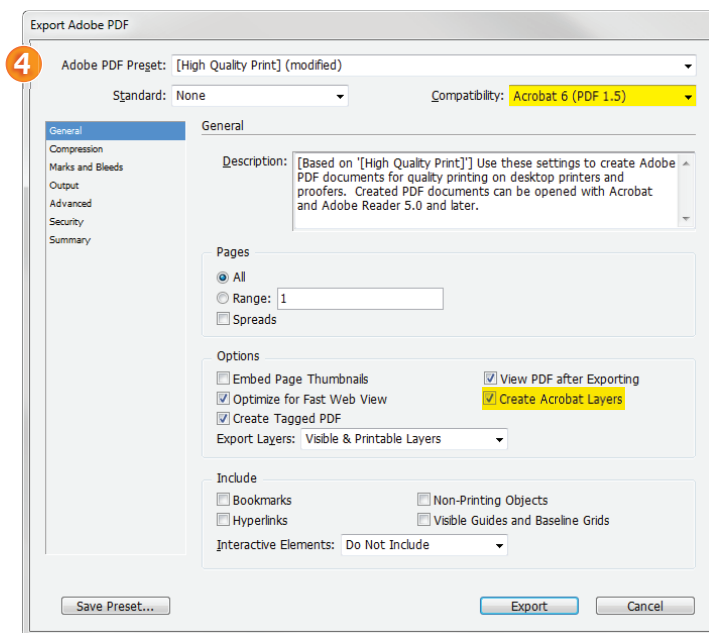


3. After your artwork and dieline are set up on the appropriate layers, you will have to save this file as a layered PDF. When saving as a PDF, select **Acrobat 6 (PDF 1.5)** for compatibility. Make sure the **Create Acrobat Layers from Top-Level Layers** box is checked.

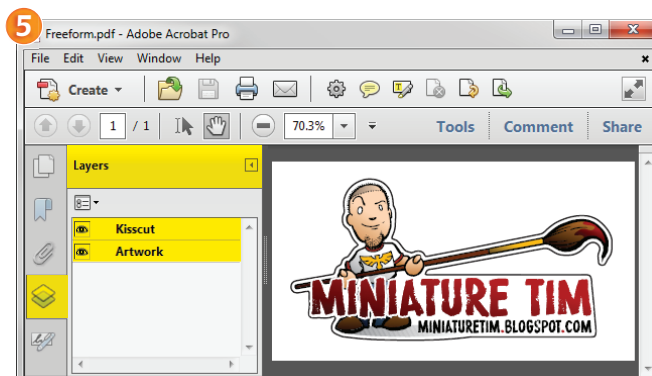
4. If you are using Adobe® InDesign® to set up your art and dieline, the Export Adobe PDF process is the same.

## Remember:

- Select **Acrobat 6 (PDF 1.5)** for compatibility
- Check **Create Acrobat Layers** box



5. The final layered PDF will look something like this (see example below). Note the highlighted areas: your **kisscut** and **artwork** layers should appear as separate layers under the **Layers** palette.



## Remember:

- Create all fonts to **outlines**
- If your border or art **bleeds**, make sure to allow a full 1/16" beyond the dieline to bleed
- All art in the **kisscut layer** will make a cut line; make sure there are no extra lines, boxes, or points in this layer that you do not want to cut