# Electronic Art Guidelines: freeform™



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

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

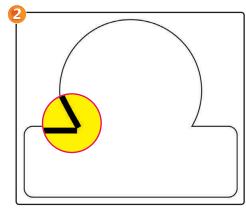
freeform<sup>™</sup> artwork must be a layered file and incorporate two elements:

- Artwork
- Kisscut (Dieline) (These can be set up in Adobe<sup>®</sup> Illustrator<sup>®</sup>)
- 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.

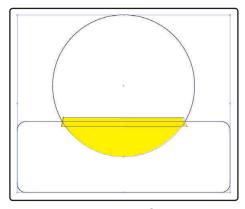


- **2.** Once you have your label design finished, create a new layer and name it kisscut. This layer is where the dieline is set-up. Dielines should be one seamless piece of art, in either:
  - Adobe Illustrator<sup>®</sup> (preferred)
  - An embedded, bitmapped Adobe<sup>®</sup> Photoshop<sup>®</sup> TIF (these must be embedded)

Position the dieline exactly where you want it to cut. When making an Illustrator<sup>®</sup> 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:** 



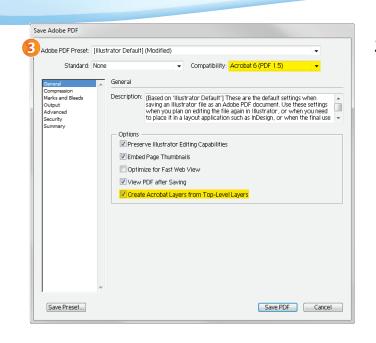
Incorrect Wherever there are breaks in the dieline it will NOT cut at that point



**Correct** One seamless, solid piece of art

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

## Electronic Art Guidelines: freeform<sup>™</sup> cont'd



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

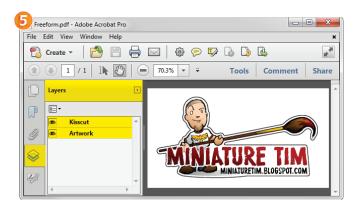
### Remember:

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

 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 compatability. Make sure the Create Acrobat Layers from Top-Level Layers box is checked.

Adobe PDF Preset:	High Quality Print] (modified)	
S <u>t</u> andard:	lone 🔹	Compatibility: Acrobat 6 (PDF 1.5)
General	General	
Compression Marks and Bleeds Output Advanced	PDF documents proofers. Creat	n Quality Print]'] Use these settings to create Adobe for quality printing on desktop printers and ed PDF documents can be opened with Acrobat ler 5.0 and here.
Security		
	Pages  All  Range: 1  Spreads  Options  Children for fast Web View  Create Tagged PDF	✓ View PDF after Exporting ✓ Create Acrobat Layers
	Export Layers: Visible & Printa	ble Layers 👻
	Include	
	Bookmarks     Hyperlinks	Non-Printing Objects Visible Guides and Baseline Grids
	Interactive Elements: Do Not	Include 👻

**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