ARTWORK GUIDELINES · PRELIMINARY

PREPARING YOUR ARTWORK.

Everything you need to send a logo or finished label design. This preliminary guide explains formats and process; exact label dimensions come with your proof template.

01 Accepted artwork files

- **Preferred:** print-ready PDF with fonts embedded or converted to outlines.
- **Also accepted:** SVG, and Adobe Illustrator files saved as PDF-compatible. Ask us before sending other formats.
- **Raster images** (PNG, JPG, WebP) are fine for logos and references, as long as they're high resolution.
- Online uploads are limited to 2 MB per file and 3 MB in total. If your files are larger, send what you can and we'll arrange a transfer when we reply.

02 Logo recommendations

- Send a **vector** logo (PDF, SVG or AI) whenever you have one — it stays sharp at any size.
- Include a version on a **transparent background**, plus one-colour (black or white) versions if you have them.
- Tell us your brand colours as exact values (HEX, CMYK or Pantone) if you know them.
- No logo yet? No problem — just tell us your brand name and the feeling you want.

03 Vector vs raster

Vector artwork is made of shapes and paths, so it can be scaled to any size without losing quality. It's the right choice for logos, type and simple graphics.

Raster artwork is made of pixels (photos, painted textures). It looks soft or blocky if it's enlarged beyond its native resolution, so it must be supplied large enough for the printed size.

04 Print quality

- Raster images should be about **300 pixels per inch at the final printed size** (standard print guidance).
- Screens show RGB colour; print uses CMYK or spot inks. Bright screen colours can print slightly differently — we confirm colour on the proof.
- Very thin lines and very small type may not print cleanly; we'll flag anything that needs adjusting.

05 Bleed and safe areas (general concepts)

Bleed is extra artwork that extends past the trim edge so no thin white edge appears after cutting. **Safe area** is the inner zone where important text and logos should stay so they aren't trimmed or wrapped out of view.

The exact label template — dimensions, bleed, safe area and the positions reserved for required information — comes from the approved production dieline. **We send you the correct template with your proof**; please don't rely on measurements from anywhere else.

06 Proof and approval

1. We review your files and creative direction.
2. Our designers prepare or adapt the label on the approved template.
3. You receive a digital proof showing the final layout.
4. You approve the proof (or request changes) before anything is printed.
5. A physical proof can be arranged where needed.

07 Final compliance review

Required California cannabis label information — such as the universal symbol, government warning, net weight and licensee details — is added and placed by our team on the correct panels using verified source material. You don't need to add these to your artwork.

Every label goes through a compliance review with the appropriately licensed operators before production. Please avoid health or potency claims, lab results, or anything that could appeal to children in your artwork.

Preliminary guide, version 2026-11. This document does not contain production dieline measurements and is not a compliance approval.