

Updated Design Submission Guidance – Updated July 2026

In 2025, we introduced an automated proofing service that, when supplied with compatible artwork, prepares files quickly and efficiently for proofing. To help us process your orders as quickly as possible and minimise delays, we've updated our artwork submission guidance.

For the best results, please ensure your artwork meets the following requirements:

- Files must be saved in a CMYK colour profile.
- High resolution (300 dpi recommended).
- Vectorised images (where possible).
- Saved as a high-quality PDF or PNG (no multi-page files).
- Artwork size should match the label size, plus a minimum 3 mm bleed on all sides. The bleed must extend to the edge of the artwork.*
- All key design elements (text, barcodes, and main images) must sit within the safe area, with no key design elements within 2 mm of the label edge.
- No cut marks, colour bars, or registration marks.
- Embedded fonts (where possible).
- Artwork should be centred and clipped to the correct dimensions.

Example File Specification – 'Bramble Jam Gin Artwork'

We have created an example file that follows these specifications for Flexi Labels product code FN3 (196 mm × 88 mm):

- File size set to 202 mm × 94 mm (including a 3 mm bleed on each side).
- All key text and images positioned well within the safe area (safe design area for this product: 194 mm × 84 mm).
- Bleed extends fully to the edge of the saved file, with a centred design.
- CMYK colour profile at 300 dpi.
- No cutter guides or registration marks.
- Saved as a high-quality PDF.

For further information or assistance, please contact our design team at designer@flexilabels.co.uk. We're happy to help with setting up new files, creating templates for future use, or answering any questions you may have.

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*If you set up your artwork at the finished label size and apply bleed using your design software, please ensure these bleed settings are included in the export settings when the file is saved.