

# ARTWORK GUIDELINES



## Templates (Dielines)

If we provide you a dieline, please do not touch locked layers. Lay art in designated ART layer, however, feel free to create additional layers.

*Please do not flatten dieline into other images.*

There may also be Layers of Dimensions, Overall dimensions, Annotations and Glue. This is for Manufacturing. Always provide 1/8 minimum Bleed.

**\*\*Note: The dieline is OUTSIDE view. Also, the template will be to scale, please do not modify it in any way.**



## Acceptable Software

Adobe **Illustrator CS5/CS6** EPS file and Photoshop (for images only). Layouts should be created in **Illustrator**. We will not accept InDesign, Corel Draw or Quark. We work on a PC and/or MAC platform.



## Bleed

Bleed is an overlap of color/art over the edges of the design to prevent printing errors. Bleed should be 1/8" minimum around the outside edges of the dieline.

There should also be bleed in areas not usually viewed by the consumer (*ie. inside flaps and auto-bottom flaps*).



## Images

4 color images should be in CMYK color at **minimum 300 dpi at 100% size**. If your art contains images and/or links, please **embed them or provide the files with your art**.



## Fonts

Convert all fonts to **outlines**. To Outline Fonts: Select all Fonts > Click TYPE > CREATE OUTLINE.

*If fonts are black, please make them 100% black only, not 4 color black.*



## Colors

Please set up colors accordingly. If you are printing in 4 color process, do not keep your spot color swatches as spot colors, double click them and convert to process. If you want to print black as rich black use C-60% M-40% Y-40% K-100%. Do not set your text as rich black. All black text 100% black only.

**\*\*Note: If you chose a PMS color, but are printing in process, the PMS may not match exactly, that is the reason for a PMS. This is because instead of having one ink already mixed, you are now mixing four inks on press.**



## Spot UV, Embossing, and Foil

These features must be vector. Please set them up each in their own layer on top of the artwork. If you only have spot UV then your layers would be dielines, spot uv, and artwork.



## Options To Deliver Art Include

Compress all files before e-mailing or sending via DropBox, WeSendIt, Dielines, Spot UV, APT or any other file transfer program. If you are unable to use one of these services you submit the files using a CD, DVD, or Flash Drive.



## Proof

A full-sized digital CMYK proof will be provided to you to sign and return before going to print.

**\*\*Note: If your order has a barcode, we do not take liability if it does not work.**

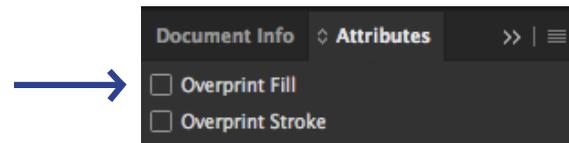
Once sample and proof are signed and returned, production will begin.

# LOOK OUT FOR COMMON ERRORS



## Overprint and White

Do not set artwork or text to over print. If this is selected, your artwork or text will not print. **Deselect** the **overprint** check box to ensure your artwork prints properly.

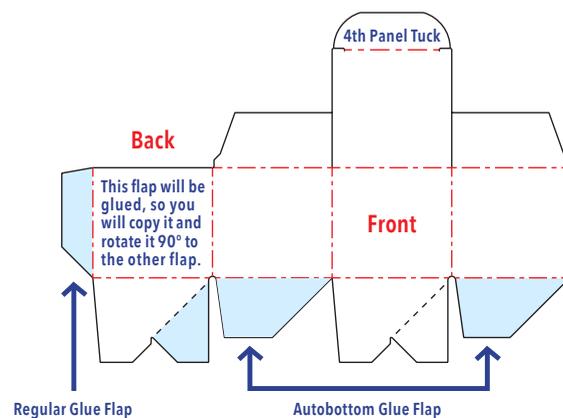


## 100% Black vs. 4 Color Black

All text and barcodes should be 100% black. Artwork can be composed of a rich black (C:60%, M:40%, Y:40%, K:100%).

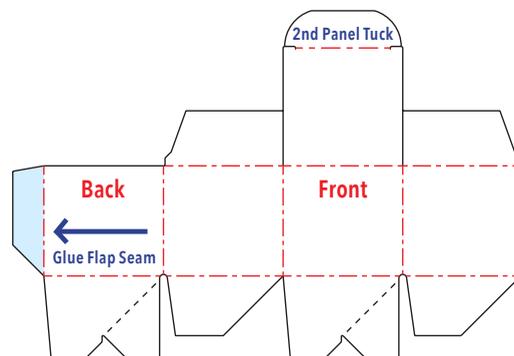
## Glue Flaps

All artwork should extend no more than 1/8" into the glue flap. This includes UV and/or other coatings and finishes.



## Front Panel and Back Panel

To determine which panel is the front panel, check the glue flap. The panel that is not touching the glue flap is the front panel.



## Autobottoms

Printing on the bottom of an autobottom is kinda of tricky. Here is an illustration of what the bottom looks like folded up. Not everything shows. You must be careful if you are planning on having information here.

