CUSTOM PRINTED BOXES

# Print-Ready Artwork Guide

Eight steps to set up box artwork that prints sharp, on colour and on time.

FREE GUIDE

THE 8 STEPS

# Setting up your file

1

## Start on our dieline

Ask for the free dieline for your exact box style and size. Work at 100% scale and keep the dieline on its own layer, set to overprint and not printed.

2

## Add 1/8" (3 mm) bleed

Extend background colours and images past every cut line. This stops thin white edges if the cut moves slightly.

3

## Keep a safe zone

Place text, logos and important details at least 1/8" (3 mm) inside the cut and fold lines.

4

## Design in CMYK

Set the document colour mode to CMYK. Use Pantone (PMS) references for brand colours that must match exactly, and rich black (60/40/40/100) for large dark areas.

5

## Use 300 DPI images

Photos and textures must be 300 DPI at the final print size. Images saved from websites are usually 72 DPI and print blurry.

6

## Outline your fonts

Convert text to outlines, or package the fonts with your file. Keep small text at 6 pt or larger and thin lines at 0.25 pt or thicker.

7

## Check barcodes

Print barcodes in 100% black on a light background, at 80% size or more, with a clear quiet zone on each side.

8

## Export and send

Save as AI, EPS or a print-ready PDF with crop marks off. We check every file for free and send a 3D proof before printing.

BEFORE YOU SEND

# Artwork checklist

- [ ] Artwork is placed on our dieline at 100% scale
- [ ] Bleed of 1/8" (3 mm) on every side
- [ ] Text and logos at least 1/8" (3 mm) inside the cut line
- [ ] Document colour mode is CMYK (not RGB)
- [ ] All photos are 300 DPI at print size
- [ ] Fonts converted to outlines (or packaged)
- [ ] Barcodes are 100% black and at least 80% size
- [ ] Dieline layer set to overprint and not printed

## Accepted file types

Adobe Illustrator (AI), print-ready PDF and EPS work best. High-resolution PSD, TIFF or PNG files are fine for photo-based designs.

## No designer? No problem.

Send us your logo and ideas. Our design team prepares the artwork on the dieline for free and shares a 3D proof for your approval. Nothing is printed until you say yes.