

ARTWORK GUIDELINES FOR PACKAGING / FOLDING CARTON

SUPPORTED SOFTWARE

We support all modern graphics/design software but always prefer and recommend Adobe Illustrator. Adobe InDesign is acceptable as well. Use Adobe Photoshop only for isolated graphical elements, never for complete artwork creation.

SUBMITTING YOUR FILES

To prevent delays and extra costs with the printer, supply all files (layouts, fonts, links, low-res references) together as a complete set. Know that supplied PDFs are almost never able to bypass an editing stage in Premedia. If PDFs will be the only format supplied the following is required to prevent extra processing costs...

1. Artwork was natively built in Adobe Illustrator then saved as PDF with the option "Create Acrobat Layers from Top-Level Layers" turned on.
2. PDFs are saved with correct trim size, bleed amount, crop marks and with the die layer active.
3. Embed all links and fonts.

DIELINES

Upon final approval of a structure sample, we will release a digital CAD file that is required for correct art placement. The CAD file will be supplied as an Adobe Illustrator compatible PDF with the necessary layers. When opening in Adobe Illustrator you may receive a message about a missing file or plugin. Bypass this message and the file will continue to open. Any required changes to the structure need to be communicated through your CSR / Sales contact. Do not attempt to manipulate the die. Our dielines are a proprietary design that meet the needs of our exact manufacturing processes. **Do not duplicate, transfer, reproduce, or alter.**

FILE NAMES

Make it very clear what files are intended to be used for the job. Adding "..._PrintFile" or "..._ReferenceOnly" to the file/folder names can help prevent the wrong file from being used for press.

ARTWORK SIZE AND MARGINS

All documents MUST be built with a correctly defined trim/artwork size. Some might refer to it as the knife-to-knife dimensions. Approved dielines supplied by us will have this size correctly defined already. Do not attempt to change this. Bleed needs to be at least 0.125". Recommended safety margin minimum is 0.25".

SEPARATIONS

Adobe Illustrator files must always be in Document Color Mode > CMYK. If using PANTONE colors keep the name exactly as its called out in the software. If in doubt, use the Separation Preview tool to verify correct separations. Do not use the spot colors dedicated to the dieline. Any unintended separations used in your art with only

delay your job. Do not use registration color for any art elements. Special treatments like Foiling, White Ink, Embossing, Spot UV coating, Metallics need to be set to overprint and built on a separate layer.

BLACK BUILDS

Use 60% Cyan, 40% Magenta, 40% Yellow, 100% Black for any large solid areas of black as well as any 40 point or larger bold copy.

RESOLUTION

Images should be an effective resolution of at least 300 dpi to avoid blurry or pixelated images. Be aware that enlarging an image in a layout program decreases the resolution. All line art or geometric shapes should be vector art, which can be enlarged with no loss of quality.

FONTS

For acceptable legibility, copy should have a minimum size of 6 points. Copy sized close to that minimum should be colorized 100% of just one separation color. When reversed out (white copy on colored background), copy should be at least 12 points. Outlining your fonts prior to submission is perfectly acceptable as long as you are aware that Premedia won't likely be able to make significant copy edits.

BARCODES

Supply as vector based and colorize as 100% Black only or the darkest spot color used if Black is not available.

PANEL AND CROSSOVER PLACEMENT

For correct placement that meets your expectations we highly recommend referencing the approved CAD sample while placing your art. Avoid placing critical or patterning art or copy on a crossover (panels that only come together on a fold). Art on outer facing panels that share a cut with inner "dust" flaps need to extend 0.0625" into the dust flaps.

COMMUNICATE ANY/ALL CHANGES TO THE PRINTER

Avoid delays and added costs by communicating changes before just sending new art. This makes it possible for Premedia to make the edits themselves saving significant reprocessing time. Otherwise Premedia will have to start processing your files from the beginning.

CUSTOMER PORTAL

We offer a secure online portal for file transfers, proof reviews and fully customized notifications at <https://damhub.wrightbg.com>.