

ARTWORK GUIDELINES

For more experienced artists, offline design can provide additional flexibility and customization. Please read the instructions below to ensure your art files render and print properly. If the directions are not followed, it can likely lead to an unwanted outcome. By submitting your artwork, you assume full responsibility for the content and layout in the file and understand the color will digitally print in CMYK, not the RGB displayed on your screen. Contact us with any questions you may have.

Offline Templates Key Info & Tips

- › Acceptable Image Formats: .pdf .psd .jpg .png
- › Use only our offline templates.
- › Remove Overprint Settings: Select all elements, Window> Attributes, Uncheck Overprint Fill and Overprint Stroke
- › Expand All Pattern Swatches: Select the pattern on the design, Object> Expand> Fill
- › If supplying both outside and inside artwork, the files must be separated individually.
- › Confirm that your art extends to the “bleed” line (the red outline set to .375” around the entire artboard).
- › If you need to rotate the template for any reason, be sure to revert to the original orientation before submittal.
- › Your custom artwork should be designed on the “Design Art Here” layer.
- › Keep the layer “DO NOT Remove This Layer.” This layer helps to keep the correct dimensions from our template. If you alter the dimensions or artboard size, or rotate the file, be sure to place it back on an original template to ensure it is the correct size for upload.
- › Save your file as an .ai file before converting all text to outlines for the final PDF. This will keep an editable file with fonts intact for possible future text edits.
- › If you notice the colors change on your artwork when uploaded to the editor, this is likely because the colors are not saved as CMYK. (RGB, Pantone Spot, BOOK, or LAB colors not accepted)
- › If your design uses several appearance effects such as transparencies, rasterize the PDF as a JPG.

Saving Your Final Art File

- 1 › **Hide or remove these layers:**
Directions, Dieline, Mask, (Bottom Optional)
- 2 › **Embed all links**
Window> Links> Embed Image(s)
- 3 › **Outline all text**
Select text, Type> Create Outlines
- 4 › **Convert all colors to CMYK** (see next page for more information)
- 5 › **File> Save As> Adobe PDF Preset [High Quality Print]**
Marks and Bleeds> Only check “Use Document Bleed Settings” (.0625”)

Downsize a Final PDF for Upload

To save a large PDF at a reduced size, follow the steps above, but also uncheck “Preserve Illustrator Editing Capabilities” under General on step five. This reduces the pdf size significantly, will not effect the quality and will upload faster. We recommend a final file size under 15mb for ease of uploading and printing. (Feel free to keep your own PDF version with this checked ON for possible future edits.)

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Text and Intricate Line Art (Online and Offline Design)

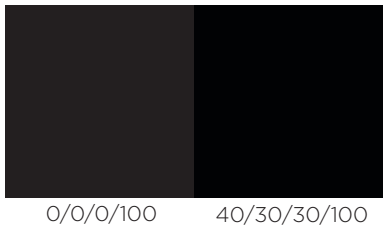
Choose a text size of 10pt (about 1/8" tall) or larger for high-quality print results. If the font is too thin or the size too small, the words may appear fuzzy on the print due to the "bleeding" that occurs when printing on natural material like corrugated cardboard.

When using a small text size, thin font, or light colored text on a darker background, we suggest boldening these with a "stroke" of at least 1pt. This also applies to line art with the same qualities.

Black Print: Black Text vs. Black Fill

For text, we recommend 100% black-only (C0/M0/Y0/K100) or grayscale color settings to prevent possible registration issues.

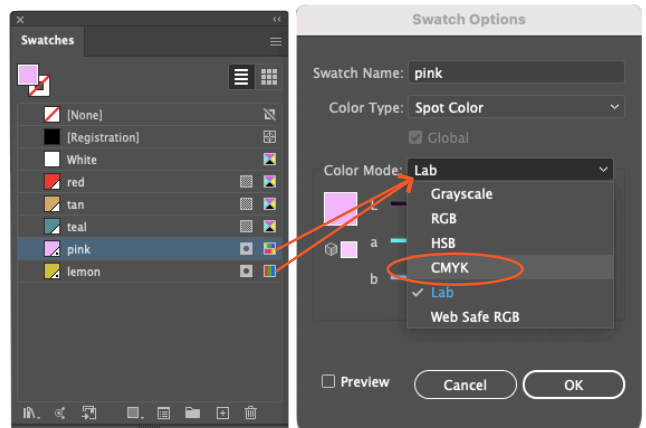
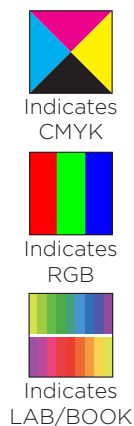
For larger fill areas or backgrounds, we recommend a rich black print formula of C40/M30/Y30/K100.



Convert Colors to CMYK

Window > Swatches

Double click the color icon > Color Mode: CMYK



Preparing Images for Your Artwork

We suggest sizing images to the dimensions they will actually print on the box before uploading the image to the editor or our templates. Be sure to extend images for "bleed" if at the edge of the product/your design.

For example, if you are ordering an 8x6x3 Display Mailer and want an image to cover the top panel, we suggest uploading an image that is approximately 8.5"x6.5". Or if you want your logo to be 3"x3", upload an image that is 3"x3", not 10"x10" then scaled down because this can increase your overall file size.

Resolution

If you see a yellow triangle warning symbol after uploading artwork to the editor, the artwork may contain low resolution files. Please confirm the artwork contains images saved at 300dpi.**

Vector images can be scaled infinitely without any loss of quality or fidelity. Common vector formats are .ai, .eps, .pdf, or .svg, but please note we only accept .pdf vectors in CMYK.

If you are concerned about the outcome of your design, we encourage you to order a printed pre-production proof. Ask us how to receive a free* proof! (*Shipping charges apply)

**Print resolution is measured in dots per inch ("dpi") which refers to the number of dots of ink per inch that a printer deposits. 300dpi is the recommended standard requirement for high quality printing.