

# Artwork Guidelines

## > OUR PRODUCTION PROCESS IN RELATION TO YOUR ARTWORK

Depending on the product being made and the size of the production run, we have numerous different ways of producing your boxes and displays. This guide will introduce you to the most general rules around artworking for boxes and displays, however, due to the bespoke nature of our service, some minor alterations to your artwork may be required in order to produce your job to the highest possible standard.

### PRINTING

We employ one of four printing processes to make our products; digital, lithographic, flexographic and screen printing. Each process has its own benefits in terms of quality, price and lead-time. We are happy to advise which is the most suitable process to meet your requirements, during the enquiry, quoting and ordering stage of the process.

### CUTTING & CREASING

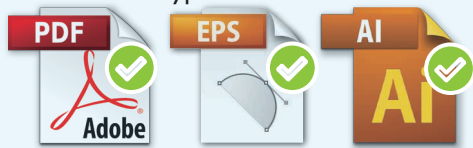
We use three methods to cut & crease. CNC Cutting is ideal for shorter runs and sampling as there are no one-off tooling costs, and are very accurate. Die cutting is ideal for medium - longer runs where a one-off tooling cost can be offset against the reduced production time required. For both these types of cutting your artwork needs to bleed over the cut and crease lines, to ensure your artwork runs to the edge of the cardboard or panel on the finished product. Our slot cutter has slightly different requirements and we will advise you of these during the ordering process.

## > YOUR ARTWORK

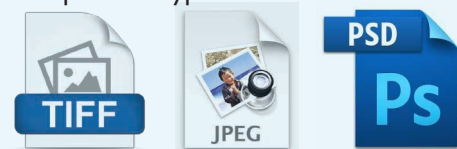
### 1. FILE TYPES

We can accept most file types but our preferred file types are: .ai, .eps and .pdf. Due to the large file-sizes created, we would recommend against using Photoshop or similar photographic manipulation software to lay-up finished artwork unless absolutely necessary.

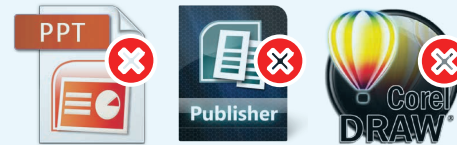
#### Preferred File Types



#### Accepted File Types



#### Not Suitable



2. **LAYERS** Whenever possible, please save your artwork on a separate layer to the cutting net otherwise there is a possibility we may not be able to remove it for printing. If you cannot do this then please send in two versions:
  - a. Showing the net and your artwork (for positioning purposes)
  - b. Showing your artwork but with the net deleted (our design team will position your artwork over the net for proofing)

3. **COLOUR** When creating your artwork, please ensure that the document's colourspace and all graphics are CMYK instead of RGB. Please only use Pantone colours for screen printing and flexo printing jobs.

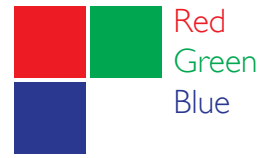
Acceptable colourspace for digital and litho print



Acceptable for screen and flexo print jobs



Not acceptable (this format is for computer monitors).



4. **RESOLUTION** All pixel graphics (ie photographic images) should be a minimum of 300ppi at finished print size. and embedded within the artwork. If you're not sure about the resolution of your image, zoom in to 300% and if you can see pixels, its likely you will see them when the artwork is printed too.



### 5. TEXT & LINE ART GRAPHICS

All text and line art graphics must be converted to vector outlines. In Adobe Illustrator, select text then on the main menu:

>Type >Create Outlines (Shift+Ctrl+O)

For digital and lithographic printing, we prefer vector text but can accept text and logos made up of high resolution bitmap graphics.

For screen and flexographic printing, all graphics including text must be submitted in vector format.



# Artwork Guidelines

## 6. BLEED

Bleed is a printing term that refers to printing that goes beyond the net before cutting or creasing. In other words, the bleed is the area to be trimmed off. Furthermore for packaging and displays, bleeding is required internally for each panel over crease lines. Artwork including background images and fills which are intended to extend to the edge of the panel must be extended beyond the cutter/crease line to give a bleed.

Failing to provide bleed in your artwork would result in finished pieces showing a thin area of white or brown unprinted board on the edge.

### ARTWORK NET GUIDE

#### Cutter Line

- denotes the cutting path
- shows both exterior and interior cuts

#### Regular Crease

- denotes the crease path
- shows where the panel will fold AWAY from you

#### Reverse Crease

- denotes the position of any reverse crease paths
- shows where the panel will fold TOWARDS you

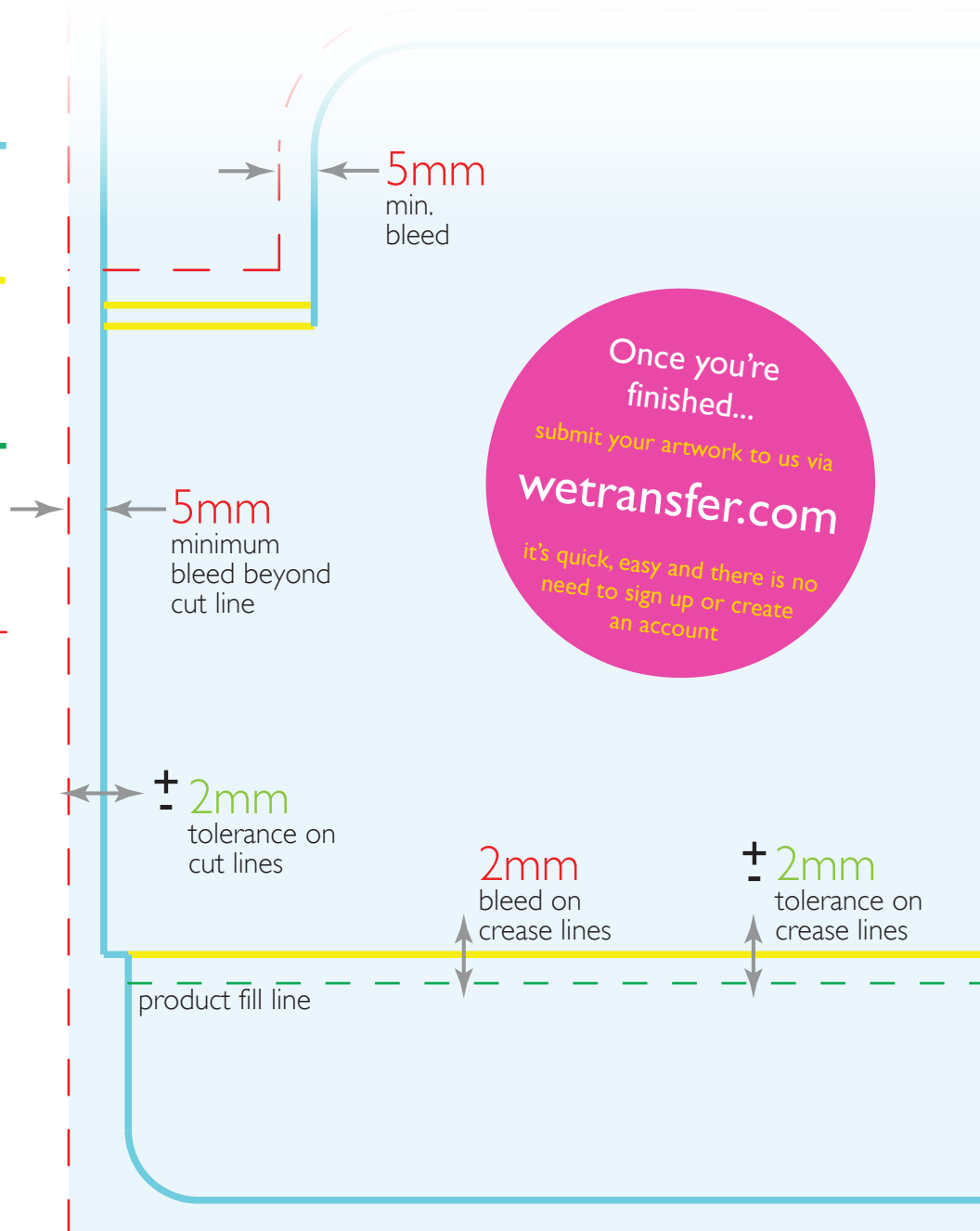
#### Bleed

- indicates cut line bleed requirements
- artwork needs to pass the blue 'cutting' line by a minimum of 5mm
- allows a tolerance for movement during the cutting process to ensure that a neat edge is achieved on the finished item

#### Sight Line

- a visual clue to show where part of a panel may be obscured either by the product being displayed in front of it or because of the cardboard construction
- we try to make a note about the reason for a sight line along side it on the net provided to you

**N.B. these lines indicate positions only and will not be printed with your artwork**



## IMPORTANT!

Avoid finishing graphics directly on crease lines as the production process requires a small tolerance of +/-2mm - 5mm (process dependent). Finishing graphics less than 10mm from the crease lines may exaggerate this discrepancy.

TIP: Choose the most important panels (usually top of a box lid, header, or front of a display to begin and bleed off to the sides and back panels from there).

## FURTHER NOTES

**Half-tones** - please discuss requirements with us prior to designing your artwork

**minimum x-Height (height of lowercase x in given font)**

Digital: greater than 1.5mm or 2.0mm for reversing out

Screen: greater than 1.0mm

Litho: the only consideration is readability at 100% scale

Flexo: greater than 2.0mm

**please note these figures are based on simple sans-serif fonts and need to be adjusted for fancy or decorative fonts**