




# ARTWORK PREPARATION

*digitally printed boxes & display*



To ensure accuracy, The BoxMaker upholds the following preparation procedures:

## ACCEPTABLE FILE FORMATS

The BoxMaker accepts the following file formats:

-  **.ai** – Adobe Illustrator Document
-  **.eps** – Encapsulated Postscript
-  **.pdf** – Portable Document Format

The following file formats are also accepted, but may require extra setup time or art charges:

-  **.psd** – Adobe Photoshop Document (dieline *must* be on separate layer)
-  **.indd** – Adobe InDesign Document

File formats other than those referenced above will require rework of the graphics and additional art charges. If you are limited to using any of these programs, please consult with our Art Department.



### Helpful Tip:

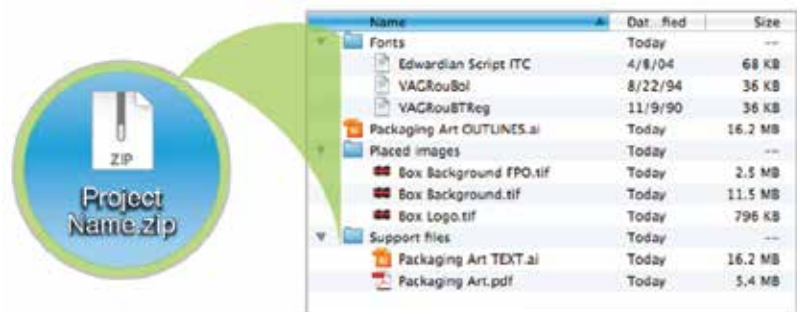
- Make sure your software is fully updated to avoid conversion errors.



## MAKE A LIST AND CHECK IT TWICE

Organize all files so that it is easily understood by someone unfamiliar with your project.

All file names should describe contents of the files:



Archived File

Well Organized File List

## DIGITAL WIDE FORMAT GRAPHIC GUIDELINES

To limit excessive art charges, please consider the following guidelines before creating new packaging graphic files:

### Add Structure to Your File

- ✔ If you are creating new art for an old design, please verify that the display or package size has not been changed; often structures are revised which could affect the placement of your new art.

### Stay Away From the Lines

- ✔ **Bleeds:** 1/4-inch on all edges and glue flap. Margins, rule outlines, and copy need to be at minimum 1/8-inch away from all dieline edges and scores.

### Placed Graphics

- ✔ Always place graphics at 100%.

### Get Out of Embedding

- ✔ Avoid embedding support graphics into layout files. Always supply the additional support graphics, ensuring the "links" have not been broken. A broken link may be caused by a missing file, renaming a file or a corrupt file.

### Image Resolution

- ✔ For best results, all artwork and image resolution should be no less than 300 DPI.

### Control Your Colors

- ✔ Art files should be built as CMYK. RGB Images and PMS colors will be converted to CMYK which could greatly affect the color of print.

### Use Your Layers

- ✔ **Dieline Layer:** Your structural file will contain a locked layer containing the dieline artwork. Please create a new layer to insert your artwork. The structural drawing will contain spot colors for the cut and score lines in the swatch menu. Do not delete these swatches or convert them to CMYK.
- ✔ **Layers:** Use layers when building your graphics file whenever possible. They make your file easier to understand and allow us to make any needed adjustments more efficiently.

### UPC's & Barcodes

- ✔ If intended to be scanned, UPC-A type barcodes need to be at least 150% size (approx. 2.2-inch wide). In order to scan properly, the height of the bars is recommended to be at least .5-inch tall. Recommend 100%K only for best code scanning results.

### Fonts

- ✔ Convert text to outlines. Please proofread all text carefully. We are not financially responsible to correct client supplied typos.

Minimum text size for positive text: 4 pt.\*  
Minimum text size for reverse text: 6 pt.\*

*\*Point size may need to be larger or bolder based on fonts chosen.*

### It's All In the Details

- ✔ **Black Ink Saturation:** Too much ink in any one area can lead to printing or drying issues.
- ✔ **Rich Black:** If your art includes black, we recommend it's built as a rich black with 30% cyan (C), 30% magenta (M), 30% yellow (Y), and 100% black (K). For best results, include a .5 pt. stroke of 100% black (K) to avoid print overspray. 100%K only is recommended for small text.
- ✔ **Lines:** Minimum thickness for positive lines: .25 pt.  
Minimum thickness for reverse lines: .75 pt.  
(1 pt. if used for trapping)
- ✔ **Fonts:** When reversing type, use one weight heavier than the weight intended to use. Avoid specifying small trademark (™) & register mark (®) symbols to print in reverse, as they may fill.

## FTP – SEND IT ON IT'S WAY

We have an FTP site available where you can upload your files, or we can download from your FTP site (please email our art department your FTP address, username and password as well as a low res JPG or PDF for layout reference). When sending files via FTP, it is best to compress several files into one archive file.

*Please note: It is imperative for you to retain a copy of the original file, especially if you plan on reordering the design, in the distant future. We generally keep files active for one year and archived for up to 3 years.*