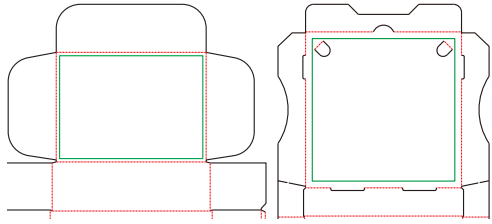


1. Download and save the template file provided on our website.
2. Open the template in your program of choice (highly recommend Adobe Illustrator or CorelDraw) Do not use any PDF editor programs.
3. Place your artwork/logo/text on the template - **Please make sure to follow the below Artwork Guidelines while applying your artwork.**
4. Save your changes as a PDF or EPS file, and send your print ready file to our team.

ARTWORK GUIDELINES

DIE LINE TEMPLATE

The template we provide has been designed to exact specifications and measurements. When applying your artwork do not, in any circumstances, make any adjustments to the template.



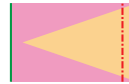
BLEED

Please be aware there can be up to +/- 3mm of movement between the print and cut processes.

Artwork that does not include bleed or ends on the crease lines will risk showing this movement.



Incorrect
Artwork right on crease line



Correct
Artwork bleed applied over crease line

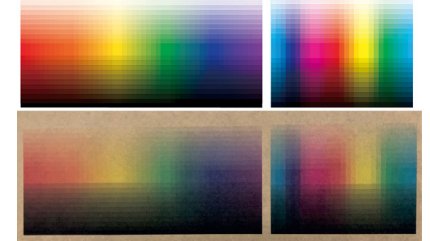
SOLID COLOURS

If possible, please avoid very large areas of solid colours in the artwork file, as there may be visible print banding / discolouration.



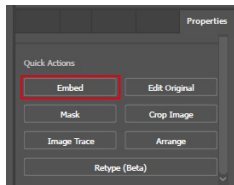
KRAFT PRINTING

If you are printing on a kraft brown box, be aware that all colours will appear slightly darker with a brown tinge on the box, with lighter colours appearing more transparent.



EMBEDDED IMAGES & CONVERTED FONTS

Please make sure all images are embedded before completing and saving the artwork. All text should be converted to outlines before saving the artwork file.



RESOLUTION

Print-ready files should be saved at 300ppi. All artwork should be ideally vector based. Pixel based artwork will risk low print-quality.

If images are being used, it is recommended they be at least 2000px in width.

The image size and resolution can be checked when you open the image properties of your element in a photo app.

COLOUR SETTINGS

Printing is produced in CMYK colours only. Any RGB/PMS colours will be converted to CMYK in the print process. If you require pantone colours, please contact our quoting team.



RGB



CMYK



Pantone

EPS OR PDF Format

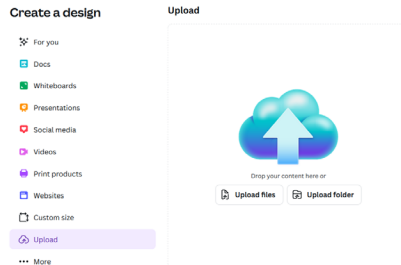
All artwork should be saved in EPS (Encapsulated Post Script) or high-resolution PDF format. (Make sure TIFF 8-bit Colour and default settings are selected if saving as EPS)

If you do not have Illustrator or another vector art program, Canva is a suitable free program you could use to setup the artwork. The set up is very similar, however there are a few extra things to keep in mind;

IMPORTING THE TEMPLATE

Download the template file provided on our website and upload it to Canva. This will import the template in the correct scale.

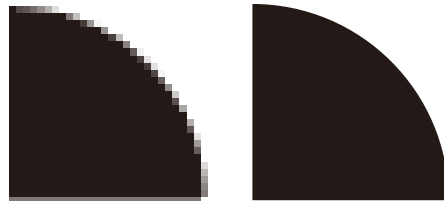
Do not make any adjustments to the template once imported.



CREATING THE ARTWORK

When setting up your printed box artwork in Canva, please avoid importing a separate Canva file onto the template, as it will compress down into a low resolution image and result in a blurry print.

We recommend creating the artwork straight onto the template file to preserve any vector lines created.



Image

Breaks down into individual pixels when zooming in.

Vector

Edges stay crisp no matter how zoomed in.

Note: When searching for graphic elements in Canva, be sure to check whether or not it is a vector element by exporting a print PDF and zooming in on the artwork.

OUTSIDE ELEMENTS

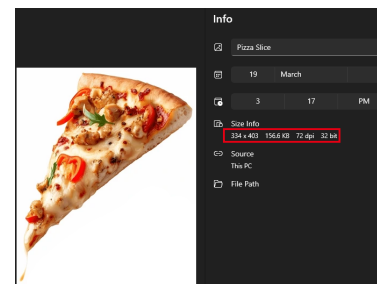
If importing any outside elements such as logos and images, ensure that they are high resolution images or vectors.



**Low Resolution
70DPI**

**High Resolution
300DPI**

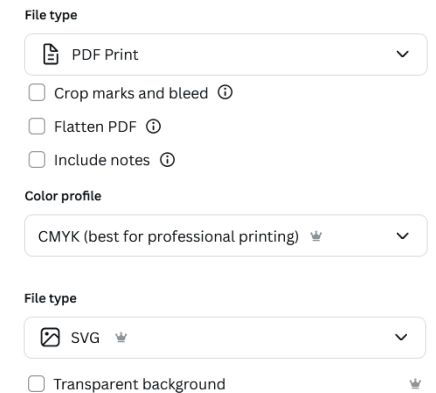
The image size and resolution can be checked when you open the image properties of your element in a photo app.



For vector elements we recommend importing a SVG to keep the vector lines.

SAVING THE FILE

Save your completed file as an unflattened PDF for print and SVG (requires Canva Pro)



If you are unable to save the file as a SVG, Please send a link to the editable work file in your email when sending the artwork.

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Add people, groups, or your team



Collaboration link

Anyone with the link

Can edit

Copy link