

# SubPack

## ARTWORK GUIDELINES

### **DO NOT ROTATE THE STRUCTURAL DRAWING**

The unique structural template used to build your art has been designed to flow through our system smoothly and accurately. It is very important that this template not be rotated or altered. The printed art is cut out based on the original template orientation.

Rotating the dieline in your artwork may yield unintended results.

# SubPack

## ARTWORK GUIDELINES

### **FILE WILL CONTAIN DIE LINE LAYER**

To ensure your packaging cuts correctly, it is very important that the unique structural dieline is included as part of the print file. The structural drawing will contain Spot Colors for the cut and crease lines in the Swatch menu. These colors are used to tell the cutting and creasing machines how to convert your custom product.

**IMPORTANT:** Do not change dielines to CMYK colors because they will print on your box or label.

# SubPack

## ARTWORK GUIDELINES

### **COLOR SETTINGS**

**All artwork should be converted to CMYK. Please convert any RGB colors and images to avoid unexpected color shifting. All Pantone (PMS) colors should be converted to CMYK. Pantone and spot colors are not supported.**

# SubPack

## ARTWORK GUIDELINES

### **BLACK INK SATURATION**

**Too much ink in one area can lead to printing and drying issues, which affect everything from how quickly your project can be printed, to potential issues in the cutting and finishing processes. Too much ink saturation can lead to other problems including ink smearing and smudges.**

# SubPack

## ARTWORK GUIDELINES

### **RICH BLACK**

**If your art does include black, it is recommended to build with a rich black' 30 cyan (C), 30 magenta (M), 30 yellow (Y), and 100 black (K). For best results, include a .5pt stroke of 100% black (K) to avoid print overspray.**

# SubPack

## ARTWORK GUIDELINES

### FILE FORMAT

It is best to use a vector-based software application such as Adobe Illustrator for building art files, and saving/exporting your native file in PDF format before uploading to SubPack.

# SubPack

## ARTWORK GUIDELINES

### **FONTS AND TYPE**

**We recommend using 10 point or larger fonts, and using a heavier weight for reversed-out text. All type should be outlined in your final artwork file. Fonts below 10pt may not print legibly, especially if a font is thin (or font features are thin, like serifs or cross bars). When reversing type, use one weight heavier than the weight you intended to use. Avoid specifying small trademarks and register mark symbols to print in reverse, as they may fill when printed.**

# SubPack

## ARTWORK GUIDELINES

### **IMAGE RESOLUTION**

**Check image resolution to provide the best quality print. If images are at a resolution of 150 dpi or lower with 100% scale that can result in loss of sharpness and a "pixelated" look. Straight lines will have a "staircase" effect.**

**For best results, all artwork and images should be no less than 300 dpi.**



# SubPack

## ARTWORK GUIDELINES

### **CONVERT ALL TEXT TO OUTLINES**

**In order to ensure your custom packaging prints correctly, we require that all fonts be converted to outlines.**

# SubPack

## ARTWORK GUIDELINES

### PLACED IMAGES

All images should be embedded into your artwork PDF file. Make sure placed images have the correct file extensions: ".tiff" or ".eps" at the end (e.g. "Image.tiff" or "Image.eps"). Include only the page layout documents and the supporting files required for your project.

Place graphics at 100%. Any graphics placed less than 100% will take longer to output and may require additional time. Placed images and artwork should be in the CMYK color space.

# SubPack

## ARTWORK GUIDELINES

### **BLEED**

**Final artwork files must contain a minimum bleed of .25" (1/4-inch) on all edges and into glue flap.**

# SubPack

## ARTWORK GUIDELINES

### **SAFE AREA**

**Margins, rule outlines, or copy that does not bleed needs to be no less than .125" (1/8th-inch) away from the dieline and scores.**

# SubPack

## ARTWORK GUIDELINES

### **UPC/BARCODES**

**UPC-A type barcodes need to be at least 150% size (approx. 2.2" wide).**

**We recommend all barcodes to be at least .5" (1/2-inch) tall.**