Digitally Printed Boxes and Display

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

Digital Wide Format Graphic Guidelines

To avoid additional artwork charges, please follow these guidelines when creating packaging graphics files:

Updating Artwork for an Existing Structure

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

Layers

- **Die Line:** Your structural file will contain die line on its own layer. The die line uses spot colors for the cut and score lines of your structural file, which will appear on the swatch menu. Do not delete these swatches or convert them to CMYK. <u>Do not place any graphics on the die line layer.</u>

- **Artwork:** Place all artwork on its own layer, separate from the die line layer.

- **Spot Gloss:** If your packaging design contains spot gloss, all graphics intended to be printed with spot gloss must be placed on their own layer, and this layer should be placed above all non-gloss artwork layers. The spot gloss artwork must also be knocked out (white) on any general artwork layers.
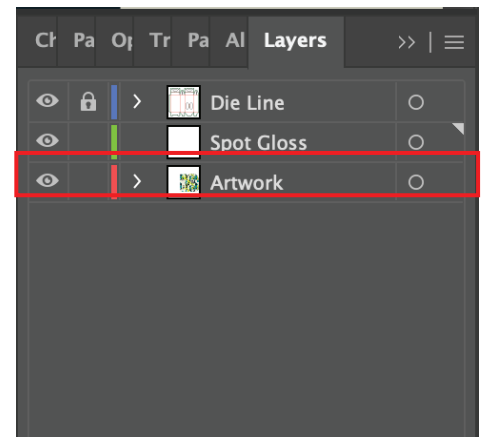
Bleed and Margin

- Include a 3/16-inch bleed beyond the die line on all edges and 1/4-inch into any glue flaps.

- Margins, rule outlines, and copy need to be at minimum 1/8-inch inside of all die line edges and scores.

Image Resolution

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

Placed Graphics

- Always place graphics at 100%.

- Ensure all graphic components are placed within your artwork layer(s), not the die line layer. Artwork placed on the die line layer may be inadvertently deleted during our prepress process.

Raster vs. Vector Art

Combining raster and vector artwork with the same CMYK color build can result in different final print appearance. Artwork that uses the same CMYK build should be built either as all vector or all rasterized images to avoid any possible color shifts.

Example of customer artwork:
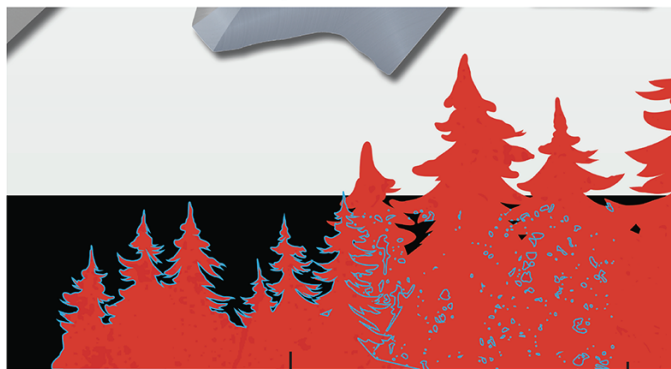
The cyan outline (not part of artwork) indicates the raster image on the left   vector art

The red trees on the left are built as a raster image, and the red trees on the right are built as vector art. The cmyk build for the red is the same in the vector art and the raster image.

Example of how the artwork looks when ripped:

raster image on the left   vector art

The red cmyk did not rip the same in the raster image compared to the vector art.

Embedding Files

If your file contains links to supporting graphics, be sure to either embed all graphics or include the linked files in your .zip folder when delivering final graphics to The BoxMaker.

Complex Graphics

Artwork files that include transparency, effects, gradients, drop shadows, or multiple layered images should be flattened into a single CMYK Adobe® Photoshop file to ensure the integrity of the image/artwork.

Color Profile

Art files should be built as CMYK. RGB images and PMS colors will be converted to CMYK, which can greatly affect the color of print.

Technical Spot Colors

Do not use technical spot colors (Cut, Crease, Annotations, Dimensions) in your artwork. These colors are meant to be used for the die line only. Using the technical spot colors in your artwork could cause artwork that uses technical spot colors to not print.

Lines and Strokes

- Minimum thickness for positive lines: .25pt.
- Minimum thickness for reverse lines: .75pt.

Text and Fonts

- Please proofread all text carefully. We are not financially responsible to fix client-supplied typos.
- Minimum text size for positive text: 4pt.
- Minimum text size for reverse text: 6pt.
- Point size may need to be larger or a heavier weight used based on individual font characteristics.
- When reversing type, use one weight heavier than weight intended to use.
- Avoid using small trademark (™) and register mark (®) symbols to print in reverse as they may fill.
- Convert all text to outlines (recommended), or include font files in .zip folder when delivering final graphics to The BoxMaker

outline fonts

Postscript Overprint Settings

Do not set type or other elements to Overprint unless that is the intended effect. It can cause type or other art elements to disappear or drastically change color on darker backgrounds.
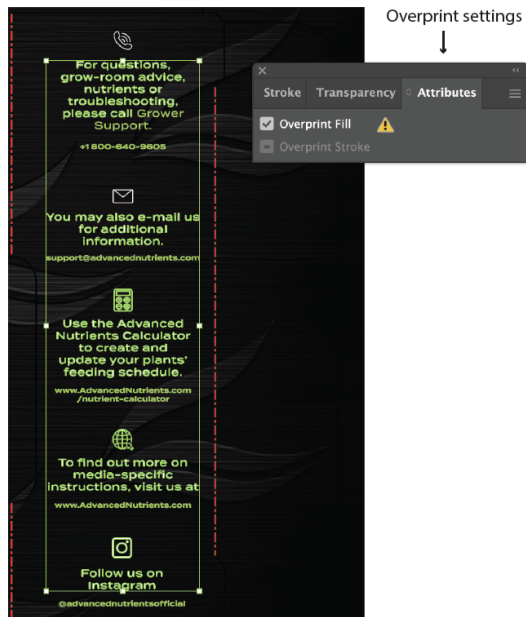
White type is set to Overprint - the overprint setting for the white type is shown in Attributes.

Green type is set to Overprint - the overprint setting for the green type is shown in Attributes.

How the artwork looks with Overprint Preview OFF.

Overprint Preview ON shows how the artwork will print. The white and green type dissapear because of the overprint setting.

Ink Saturation

- **Black Ink:** Too much ink in any one area can lead to printing or drying issues.

- **Rich Black:** If your art includes black, we recommend a rich black build of 30C/30Y/30M/100K. For best results, include a .5pt. stroke of 100% black (K) to avoid print overspray.

- **Black Text:** We recommend 100% black (K) for small black text.

UPCs and Barcodes

If intended to be scanned, UPC-A type barcodes need to be at least 150% size (approx. 2.2-inch wide). For proper scanning, the height of the bars is recommended to be at least .5-inch tall. Barcodes should be designated as 100% black (K) for best scanning results.

Artwork Submission

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 (die line must be on separate layer)

.indd – Adobe InDesign Document

File formats other than those listed 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 Graphics Department.

Helpful Tip: Make sure your software is fully updated to avoid conversion errors.

File Organization

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
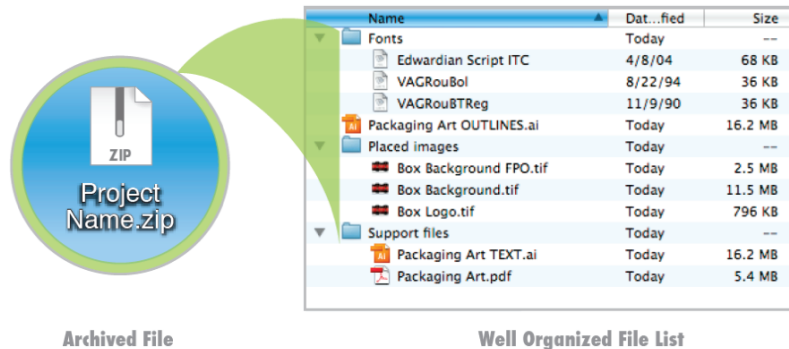
FTP Upload

To submit artwork to The BoxMaker, you may upload your artwork files to our FTP site (https://www.boxmaker.com/file-upload), or we can download your files from your own FTP or file sharing site. Please compress your files into a single archive file when sharing. If using your own FTP site, please email graphics@boxmaker.com with your FTP address, username and password, as well as a low-res JPG or PDF layout for reference.

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

QUESTIONS?

We're here to help. Contact your Sales Representative or Client Services Team at any time for assistance.

The Box Maker®

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