ARTWORK PREPARATION
Label Print

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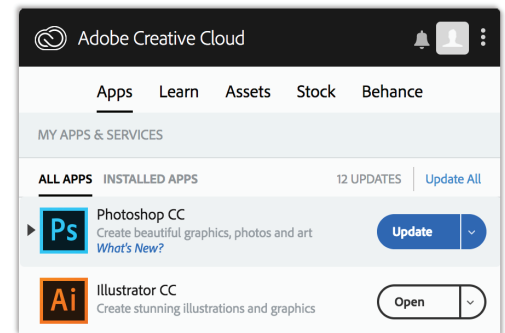
Acceptable File Formats

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 Graphics 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

Label Graphic Guidelines

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

Use Your Layers

✅ **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.

Place all artwork on its own layer, separate from the dieline layer.

Bleed

✅ Please include a 1/16-inch bleed beyond the dieline on all edges.

Stay Away from the Lines

✅ Margins, rule outlines, and copy need to be at minimum 1/16-inch away from all dieline edges.

Scans

✅ Line art scans should be output at 800 DPI. For very fine detail, scan at 1200 DPI. Color and halftone scans should be output at 300 DPI. Please contact our Graphics Department for additional assistance: graphics@boxmaker.com

Placed Graphics

✅ Always place graphics at 100%. This makes them easier to work with. Any graphics placed at less than 100% take longer to output and may require additional prepress time. Ensure all graphic components are placed within your artwork layer(s), not the dieline layer.

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.

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.

It's All in the Details

✅ If there are any possible type changes, it is imperative to supply the font files. Please proofread all text carefully. We are not financially responsible for correcting client supplied typos.

✅ Text: Minimum text size for positive text: 3pt.*
Minimum text size for reverse text: 4pt.*

✅ Lines: Minimum thickness for positive lines: .25pt.
Minimum thickness for reverse lines: 1pt.

✅ Dot Size: Minimum dot size: .5pt diameter
(including text leaders: ...)

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

UPCs & Barcodes

✅ There are special guidelines for Barcodes. Please refer to our Barcode Basics.

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.

FTP – SEND IT ON ITS 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.