

# packgenie™ - Artwork Help Guide

## Requirements for design file preparation



Need help? send us your logo

### Accepted files:

Designs are accepted in .ai and .pdf formats. Fonts and illustrations must be embedded when designing layouts. Set your file colour mode to CMYK unless stated otherwise.

**.pdf** **.ai** (vector based)

### Templates:

The most important thing is to create your design file on the correct template. Template links can always be found in the product description of our custom printed products. A full list of downloadable templates can be found here: <https://packgenie.myshopify.com/pages/design-templates>  
Cup artwork can be created on our rectangular or warped paper cup templates. Layouts must be in 1:1 scale



### Colours:

All colours will be printed CMYK unless clearly stated otherwise on specific templates or help guides. All pantones will be converted to CMYK values and matched as closely as possible. A digital proof is not a print proof. Please be aware that only professional and calibrated monitors can show a result which is close to the printed artwork. A digital proof is representative but not accurate in colour. Please note that colours printed on different materials will differ from the final products. Inks will be matched as closely as possible to the artwork provided.

### Illustration and effects:

Make artwork a .ai or vector .pdf, and imagery 300dpi or higher. When creating layouts, raster objects should preferably be imbedded instead of linked. Do not increase the resolution of the illustration using graphic applications. This will not increase its quality.

### Text and lines:

All fonts must be converted in to objects. Avoid rastered text. This can negatively affect its readability. Keep all text at 6 points or higher. Sharp lines need to be 0.5 points or thicker



What happens to your artwork?

1. We will check over your supplied artwork.



your chosen template

your chosen template

2. We will email a **pdf proof** back to you for your final approval.
3. On your **approval** of the pdf proof we will print your products.

Need any help?

E: [help@packgenie.co.uk](mailto:help@packgenie.co.uk)

send your files to:  
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### Responsibilities:

Prepress will only make artwork suitable for printing. We won't check and we are not responsible for: Objects mismatched at the gluing flap point. Please make sure you prepare your artwork after you read this 'Artwork Help Guide'.  
Colour mismatch: If you compare CMYK printed packaging from different material and manufacturers then you will most likely see a difference.  
Spelling and grammatical mistakes.

### Bleed and Visible Areas:

Bleed requirements indicated in the templates must be followed. There should be no objects outside the bleed zone. All important artwork should be within the visible print area.

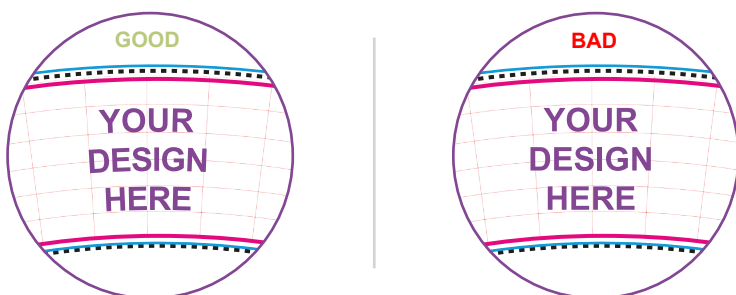


### Object matching around glue seam:

Please Note: Any bands of colour or objects running around packaging may not join correctly at the seam due to movement when the packaging is formed. Please allow for movement up and down.

### Illustration and effects:

If you choose to use the warped template for cup designs then please pay attention to the guide lines. The examples are shown below.



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2. We will email a **pdf proof** back to you for your final approval.
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