

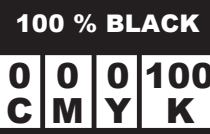


PLEASE FOLLOW THESE GUIDELINES TO PREVENT ART ISSUES DURING PRINT PRODUCTION



All Colors in your Packaging Art should be set in CMYK Mode. No RGB or PMS.

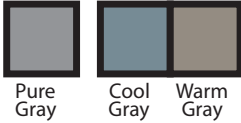
NOTE: We only print and produce Packaging Art in CMYK color (Cyan, Magenta, Yellow, Black). If the Packaging Art submitted includes RGB or PMS / Pantone colors, all colors will be converted to CMYK for print production.



Black Text, Solid Black Shapes or Backgrounds should be set to 100% Black.

100% Black Formula: C = 0%, M = 0%, M = 0%, K = 100%

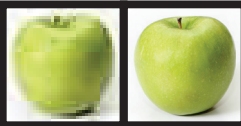
NOTE: 100% Black (K) on packaging print will appear as a Richer Black, as compared to CMYK Black.



Pure Grays (Tint of Black (K) Only) prevent Color Inconsistencies during Print Production. If Cool / Warm Grays Preferred, take Tint of Black (K) + Add Increments of C, M, or Y.

NOTE: For neutral/pure Grays, use tints/percentages of Black (K) only. Using a CMYK Gray with too much C, M, or Y can print Grays muddy / inconsistent. For an intentional Cool Gray or Warm Gray, start with a tint of Black (K) and then add in small increments, tints of C, M, or Y to achieve a Cool or Warm tone to a Pure Gray.

Blurry Sharp



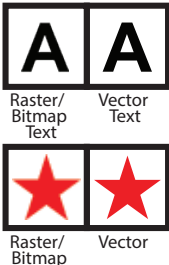
72 DPI or less 300 DPI

Packaging Art should be minimum of 300 DPI (Dots Per Inch) in order to be produced at the Highest / Sharpest Quality.

NOTE: Any Art, Images, Text below 300 DPI will appear blurry and pixelated and /or illegible.

DPI: Dots Per Inch. The number of dots in a printed inch. The more dots, the higher the quality of the print (more sharpness and detail).

Print: 300 DPI is the standard requirement for high quality print. Sometimes 250 DPI is acceptable but never lower, as it will result in blurry, pixelated, illegible quality results on the print.



Text, Icons, Logos in Packaging Art are recommended to be set in Vector Format.

NOTE: It is recommended that Text, Icons, and Logos be set in Vector format (Adobe Illustrator / InDesign) to retain high quality sharpness for final print production, as compared to setting in a program such as Photoshop.

Raster / Bitmap: Pixel based. Best for continuous-tone photographic images. Will lose image quality if scaled from a smaller resolution to a higher resolution. Set in Programs such as Adobe Photoshop.

Vector: Mathematical form based. Can be scaled to any resolution and size without losing print quality. Set in Programs such as Adobe Illustrator and Adobe InDesign.



Minimum recommended Font / Text Size is 8 PT (Point).

Minimum recommended Stroke Size is 0.25 PT (Point).

NOTE: Packaging Art containing Text / Font sizes below 8 PT or Strokes / Keylines below 0.25 PT, may result in illegible text and less visibility of any strokes / keylines during print production.



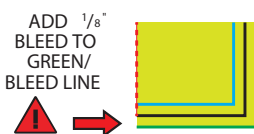
Submit Final Approved Packaging Art with all Text/Fonts OUTLINED.

NOTE: We may not have access to all the Fonts in your Packaging Art and may have "Missing Fonts" when we Quality Check and Proof your Art. Outlining all Fonts helps us to proof and process your Packaging Art.



Make Sure Critical Elements are within Dieline Template Blue/Safe Area Line.

Make sure all Critical Elements (Logos, Icons, Text, QR-Codes, Images.) are within the Dieline Template Blue/Safe Area Line. If not, any Critical Elements/Graphics/Text too close or right on the Black Cut Line may be Cut Off during Print Production due to the Printing Shift.



Make sure to Add 1/8" Bleed for Backgrounds on Packaging + Catalog Artwork. Not including Bleed will Result in White Edges Showing up Once Artwork is Trimmed.

NOTE: It is important to Add Bleed of 1/8" (0.125") to the Green/Bleed Line in order to Prevent white strips that will run around the edge of your Printed Artwork. This way Packaging, Catalog, or Print Material Artwork will print Full Graphics/Color Pages Clean.



Art submitted as an EPS or AI (for Packaging) and PACKAGED INDD (for Catalog) File.

NOTE: If submitting Packaging Art in the above formats, please Outline all Fonts / Text + Embed all Links.
.AI File (Illustrator) / .EPS File (Illustrator) / .INDD file (InDesign)



Art submitted as an a 300 DPI High Resolution Adobe Acrobat PDF File.

Packaging Art can also be submitted as an PDF format if using Whizley dieline template. NOTE: DO NOT ALTER ARTBOARD SIZE.