tap packaging + design

Packaging Artwork Guidelines

When submitting artwork, please follow these recommendations to ensure
the best quality print. Artwork not meeting these standards may incur delays.

- Please submit NORMALIZED PDFs or native Illustrator files (.ai). We DO NOT accept JPEGs or PNGs due to loss of detail during compression.

- All fonts must either be converted to outlines or full font files must be provided when sending files.
  - -Min positive font: 5pt   -Min positive rule: 0.5pt
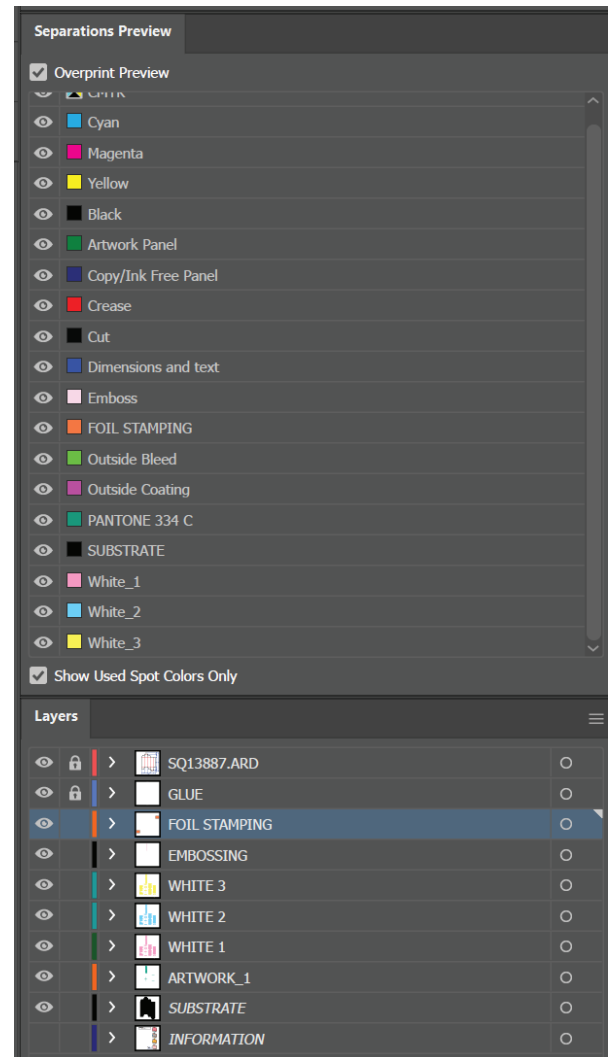 - -Min reveresed font: 5pt   -Min reveresed rule: 1pt

- Images should be a minimum resolution of 300dpi at final size. If images extend to the edge of the die line, a 1/8" bleed is necessary. Images must be embedded in the file. All embedded images must be CMYK.

- All files should be created in CMYK color mode. Please indicate your PANTONE colors if applicable.

- If printing on any substrate other than WHITE, please include any necessary WHITE INK layers to produce the artwork. For example, when printing on black substrate or kraft substrate there should be at least 2 or 3 hits of white UNDERNEATH any printing. SILVER MET POLY board should inlcude at least 1 hit of white under anything not intended to simulate foil. Each hit of white must be represented in its own LAYER and created as a SPOT COLOR SWATCH for seperation purposes.

- Any non-printed finishings such as foil stamping and embossing must be on their own layers and also created in spot color swatches for seperatation purposes.

If you have any questions on how to set up your file for print production, please do not hesitate to contact us at *design@tap-usa.com*

Please upload your files to our FTP site: *https://tap-usa.com/pages/uploadafile* | Password: Tap2426
-OR- send download links to *design@tap-usa.com*