BOXMART
TAILORED PACKAGING SOLUTIONS

Artwork Guidelines

The following guidelines and tips have been compiled to help ensure smooth production, and a high quality output for your job. If you have any queries please contact the BoxMart team on 01543 480163 who will be pleased to help you.

Some customers find it helpful to have an artwork agency support them in laying down their artwork, and a professional designer can help you get the most out of your packaging. If you would like contact details for a design agency please let us know.

The Basics

Artwork should be supplied to us as native (original) artwork files ideally in Adobe Illustrator or Adobe InDesign. We also accept press ready PDFs. Resolution must be at least 300 DPI. We require all fonts and images to be supplied, and cutter guides must be supplied on a separate layer i.e. not embedded in your artwork.

Production tolerances:

- **Bleed**
  Minimum of 3mm bleed is required, but ideally to be 5mm due to production tolerances.

- **Minimum font size for each format is as follows:**
  Litho – 6pt
  Screen – 8pt
  Digital – 10pt

- **Barcodes**
  Barcode size range: 80% - 200%. These must be 100% produced from barcode software and not scaled in the job.

Technical Details
Format
In Adobe Illustrator and InDesign – when supplying native files please 'Package' or 'Collect for Output,' including all images and fonts (Assets). This will make sure that all elements of your artwork are supplied to us. Missing elements will delay the job. Make sure elements are unlocked and not hidden when supplied.

We will also accept press ready PDFs, output to the PDF/X-4:2008 standard, fitted to the correct CAD drawing of the project. This is an industry standard pre-set and comes pre-installed on Adobe applications. Make sure images and fonts are embedded as these are required when running through the pre-press imposition software.

Image Resolution
An acceptable resolution for print is 300 DPI, anything lower than this will start to affect print quality. Images with a higher DPI will not necessarily increase the quality, but will substantially increase the file size of the created file. All line-art must be vectored.

Colour

It is a good working practice to remove all unwanted colour swatches from your colour pallet on the supplied files or before exporting to PDF, this will ensure that only the intended colours will be included on the final PDF.

Anything other than the intended printing colours (CMYK or CMYK+Spot etc) will be converted to CMYK when the file is processed.

Please be aware that the conversion of RGB to CMYK will result in a slight colour shift, this is due to the RGB colour space having a much larger colour gamut. This is worth keeping in mind for colour consistency and corporate colours etc when supplying the final files. NB: It is bad practice to use RGB images in print files. Please avoid using RGB images.

Pantone and Transparencies

Care needs to be taken when using transparency and Pantone colour spaces. It is good practice to have text on a separate layer to the graphic elements. This will help avoid any unwanted flattening results of vector and bitmap images. It is also important to have any colours under the transparency to be converted to CMYK before creating the PDF.

Output Profile

Output profiles or destination profiles colour manage the output of your pdf, targeting your intended print condition. Print profile: FOGRA 39L.

Fonts

All fonts need to be fully embedded or embedded as a subset. Fonts that are not embedded in a pdf correctly will not maintain the original design and may result in missing characters or letters and overflowed text. Alternatively, please outline all fonts.

Cutter guides, Spot Varnishes and Embossing

Please supply cutter guides, spot varnishes and embossing, etc. as a spot colour clearly named appropriately.

Adobe Acrobat Pro

Acrobat Reader is free to download via Adobe's website, but does not have the production tools that the full version (Acrobat Pro) does. These tools can be invaluable for checking for potential problems with your PDFs that may cause delays or additional costs. Below are two examples:

- Output Preview - This is a very useful tool for inspecting your finished PDFs. It can be used to check that your PDF has the correct separations, simulate overprint and display the intended output profile is, i.e. FOGRA 39L.

- Preflight - Acrobat Pro comes pre-installed with industry standard preflight settings. Pre-flighting your files is a very good way of checking your PDF's integrity and that the PDF has been output correctly, it can be a little overwhelming in the returned results at first, but once mastered can be very powerful.