DIY PACK
Do It Yourself Packaging

# Artwork Guidelines for Professional Designers

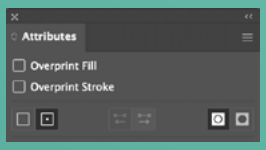
**For more experienced artists,** offline design can provide additional flexibility and customization.

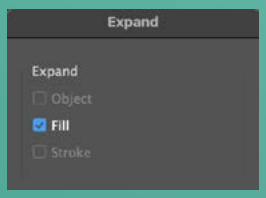
This guide assumes that the user is using **Adobe Illustrator** and is well-versed in its functions.

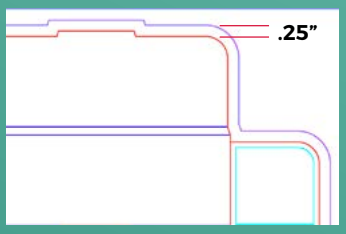
**Please read the instructions below** to ensure your art files render and print properly. If the directions are not followed, it can likely lead to an unwanted outcome.

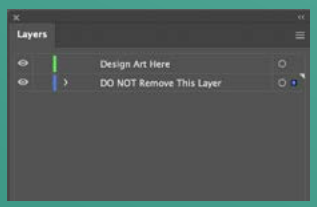
By submitting your artwork, you assume full responsibility for the content and layout in the file and understand the color will digitally print in CMYK, not the RGB displayed on your screen.

**Contact us with any questions you may have.**




## OFFLINE TEMPLATES KEY INFO & TIPS

› Acceptable Image Formats: **.pdf .psd .jpg .png .svg**

› Use only our offline templates.

› Remove Overprint Settings: Select all elements, **Window> Attributes, Uncheck Overprint Fill and Overprint Stroke**

› Expand All Pattern Swatches: Select the pattern on the design, **Object> Expand> Fill**

› If supplying both outside and inside artwork, the files must be separated individually.

› Confirm that your art extends to the **bleed line (the magenta outline set to .25” around the entire die line).**

› If you need to rotate the template for any reason, **be sure to revert to the original orientation before submitting.**

› After opening the die lines in Illustrator, create a layer below it. We suggest naming this your **Art** layer. Name the top layer your **Die line** layer and lock it. Be sure to only have your custom design elements in the **Art** layer.

› Avoid altering the Die line in any way. If you need to scale your file, be sure to check it against the original Die line file to ensure that it is sized correctly. Otherwise we cannot guarantee the accuracy of your print.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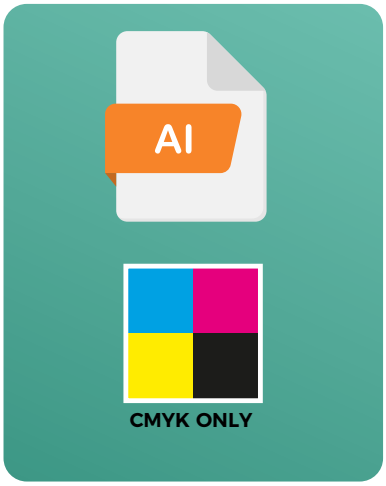
## OFFLINE TEMPLATES KEY INFO & TIPS (CONTINUED)

› Save your file as an .ai file before converting all text to outlines for the final PDF. This will keep an editable file with fonts intact for possible future text edits.

› If you notice the colors change on your artwork when uploaded to the editor, this is likely because the colors are not saved as CMYK. **(RGB, Pantone Spot, BOOK, or LAB colors not accepted)**

› If your design uses several appearance effects such as transparencies, **rasterize the PDF as a JPG.**




## Saving Your Final Art File

› **IMPORTANT:** Make sure your Artboard is set exactly to the size of the die line file provided. Select the die line layer, then go to the **Objects Menu > Artboards > FIt to selected Art.**

This will ensure that your art lines up as intended when the file is uploaded.

1 › Delete the **Die line layer**.

2 › Embed all links
**Window> Links> Embed Image(s)**

3 › Outline all text
**Select all text, Type> Create Outlines**

4› Convert all colors to CMYK (see next page for more information)

5 › File> Save As> Adobe PDF Preset [High Quality Print]

## Downsize a Final PDF for Upload

› To save a large PDF at a reduced size, follow the steps above, but also uncheck "Preserve Illustrator Editing Capabilities" under General on step five. This reduces the pdf size significantly, will not affect the quality and will upload faster.

› We recommend a final file size under 15mb for ease of uploading and printing. (Feel free to keep your own PDF version with this checked ON for possible future edits.)

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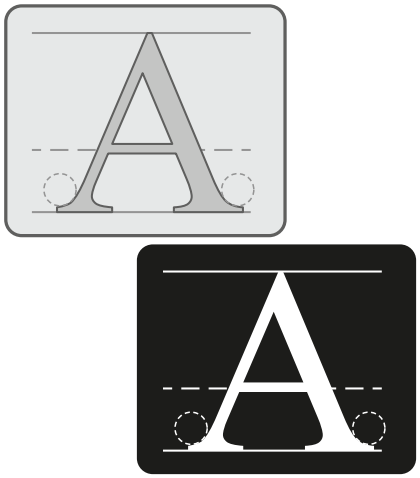

## Text and Intricate Line Art

› Choose a text size of **10pt (about 1/8" tall)** or larger for high-quality print results. If the font is too thin or the size too small, the words may appear fuzzy on the print due to **ink spread** that occurs when printing on porous material like corrugated cardboard.

› When using reversed out, thin text on dark backgrounds, please **add a stroke of at least 1pt.**
This applies to line art with the same qualities.

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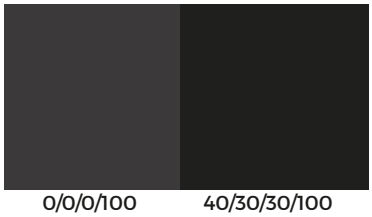
## Black Print: Black Text vs. Black Fill

› **Text:** Use 100% black-only (C0/M0/Y0/K100) or grayscale color settings to prevent possible registration issues

› **Larger fill areas or backgrounds:** Use a rich black print formula of C40/M30/Y30/K100.



0/0/0/100 40/30/30/100

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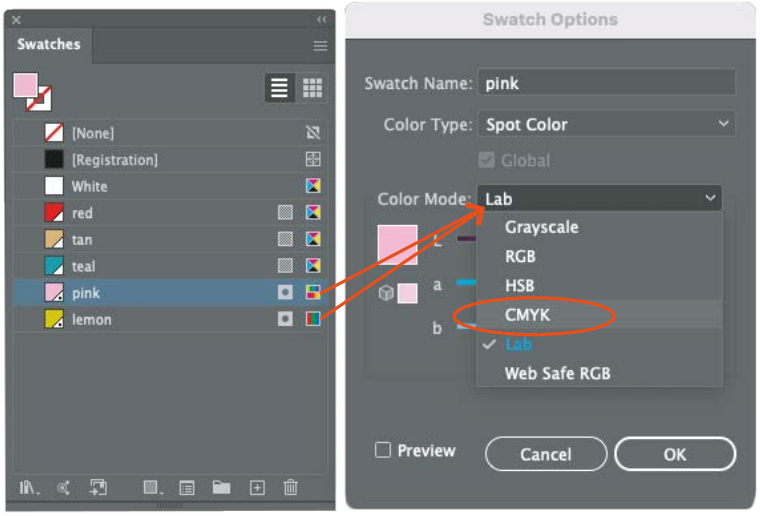
## Convert Colors to CMYK

› Window> Swatches
Double click the color swatch icon>
**Color Mode: CMYK**

Indicates CMYK

Indicates RGB

Indicates LAB/BOOK





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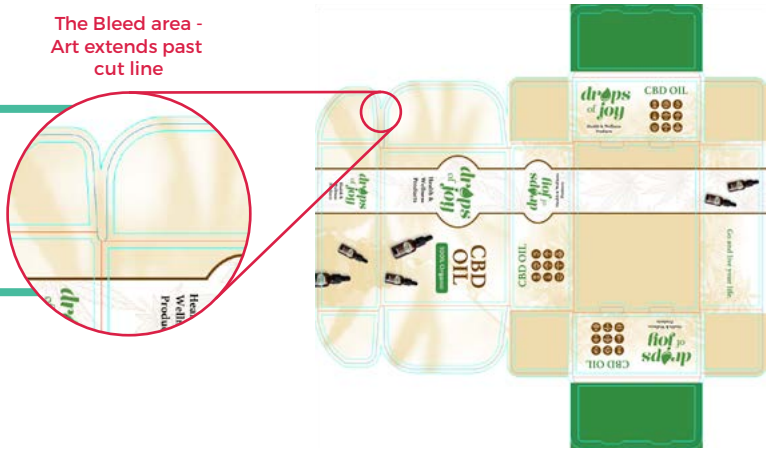
## Preparing Images for Your Artwork

Be sure to extend images for bleed if at the edge of the product/your design.



Size images to the dimensions they will actually print on the box before uploading the image to the editor or our templates.

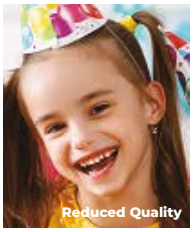
**Example:** If you are ordering an 8x6x3 Display Mailer and want an image to cover the top panel, uploading an image that is approximately 8.5"x6.5".

If you want your logo to be 3"x3", upload an image that is 3"x3", not 10"x10" then scaled down because **this can increase your overall file size.**

## Resolution

If you see a yellow triangle warning symbol after uploading artwork to the editor, the artwork may contain low resolution files. Please confirm the images in your design are a **minimum of 150 dpi at 100% scale.****

Vector images can be scaled infinitely without any loss of quality or fidelity. Common vector formats are .ai, .eps, .pdf, or .svg, but please note we only accept .pdf vectors in CMYK.



**Print resolution is measured in dots per inch ("dpi") which refers to the number of dots of ink per inch. A minimum of 150 dpi at scale is the recommended standard requirement for high quality digital printing.

**If you would like to see a sample of your custom box design before ordering a larger quantity, go ahead and order 1 or 2 boxes to test. When you're ready to place a large order (100+), we'll provide a discount code to cover the cost of your sample boxes (up to $50). Go to the Sample Program page on our website for more details.**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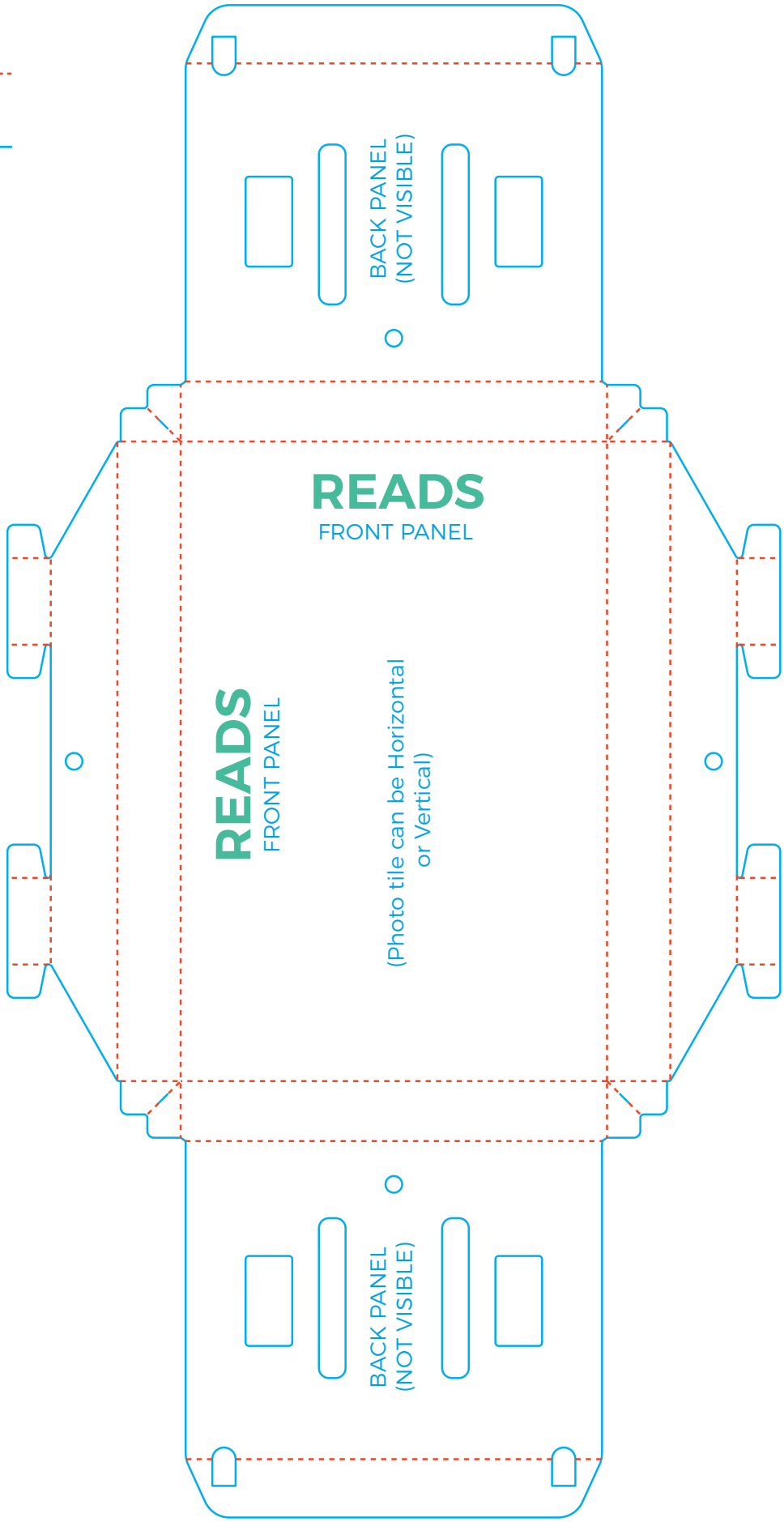
# PHOTO TILE

**CREASE**

**CUT**

**OUTSIDE VIEW**

NOTE: TEXT SHOWS
ART ORIENTATION

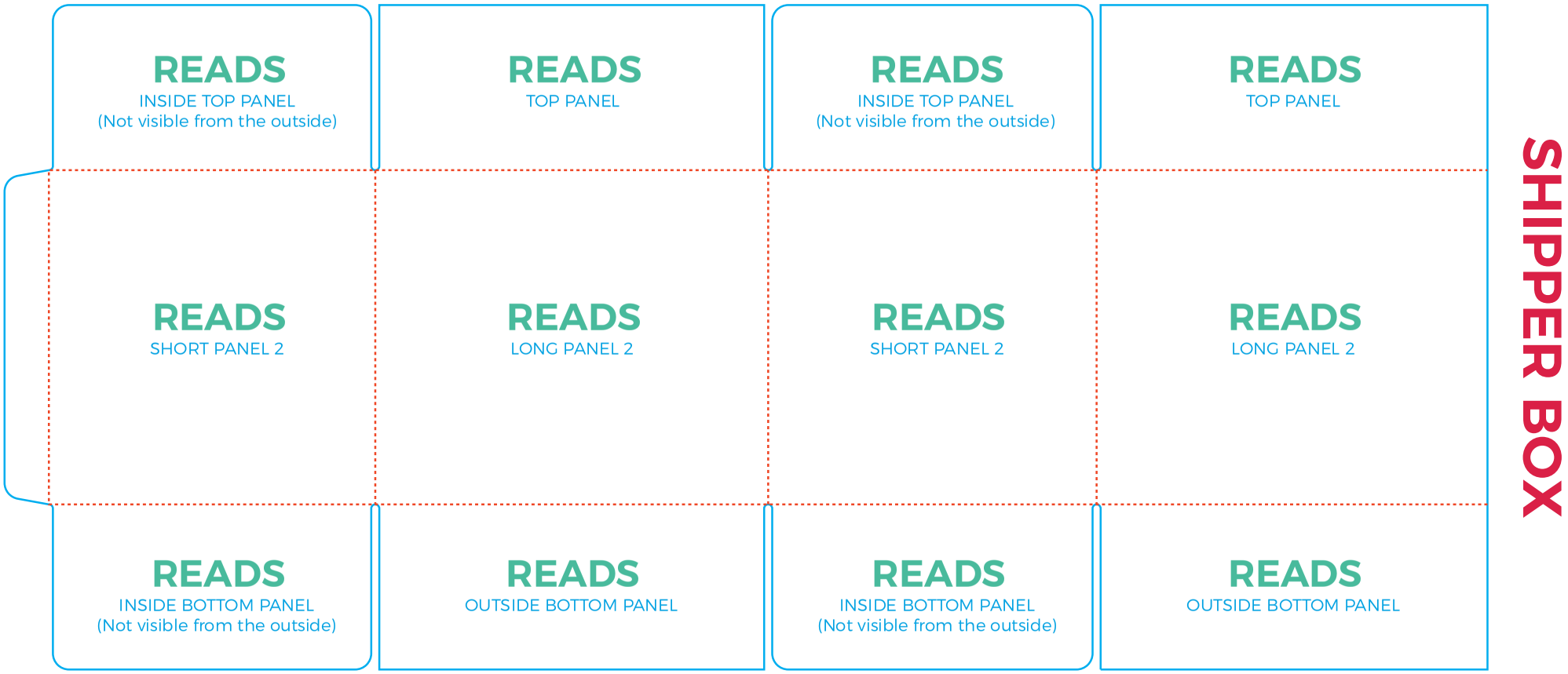


# OUTSIDE VIEW

NOTE: TEXT SHOWS
ART ORIENTATION

CUT

CREASE



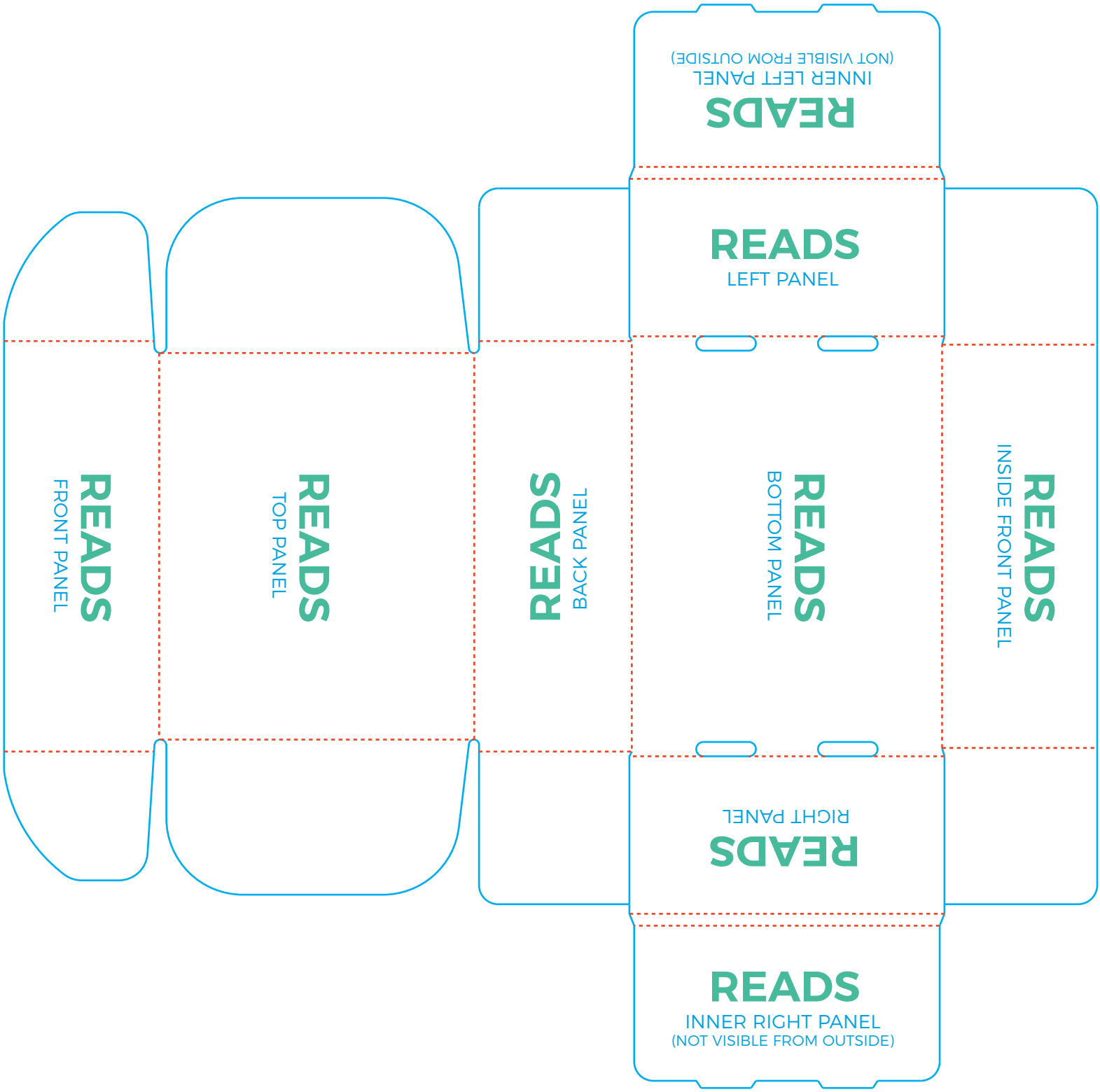
# MAILER BOX

**CREASE**

**CUT**

## OUTSIDE VIEW

NOTE: TEXT SHOWS
ART ORIENTATION



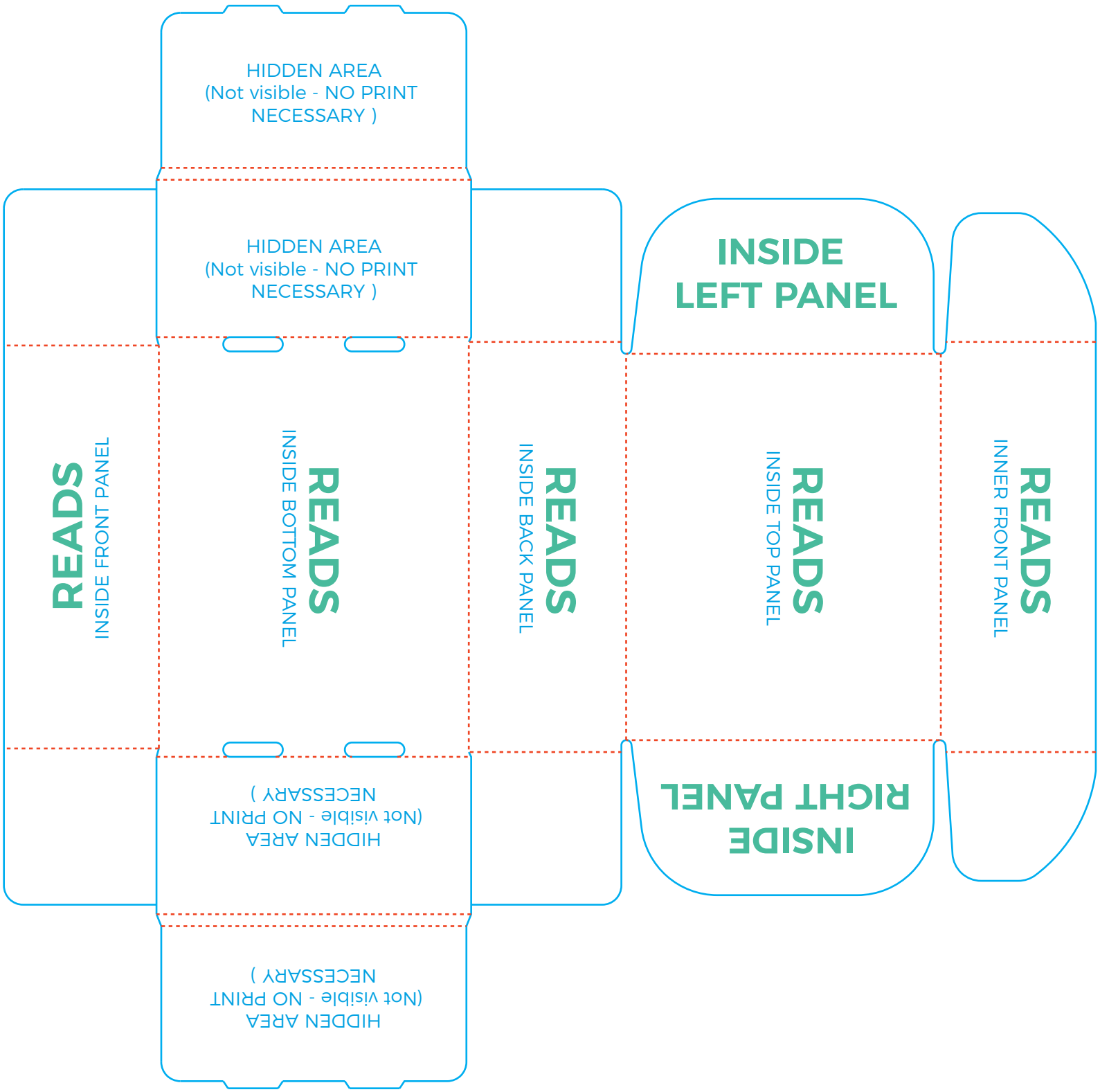
# MAILER BOX

**CREASE**

**CUT**

## INSIDE VIEW

NOTE: TEXT SHOWS
ART ORIENTATION



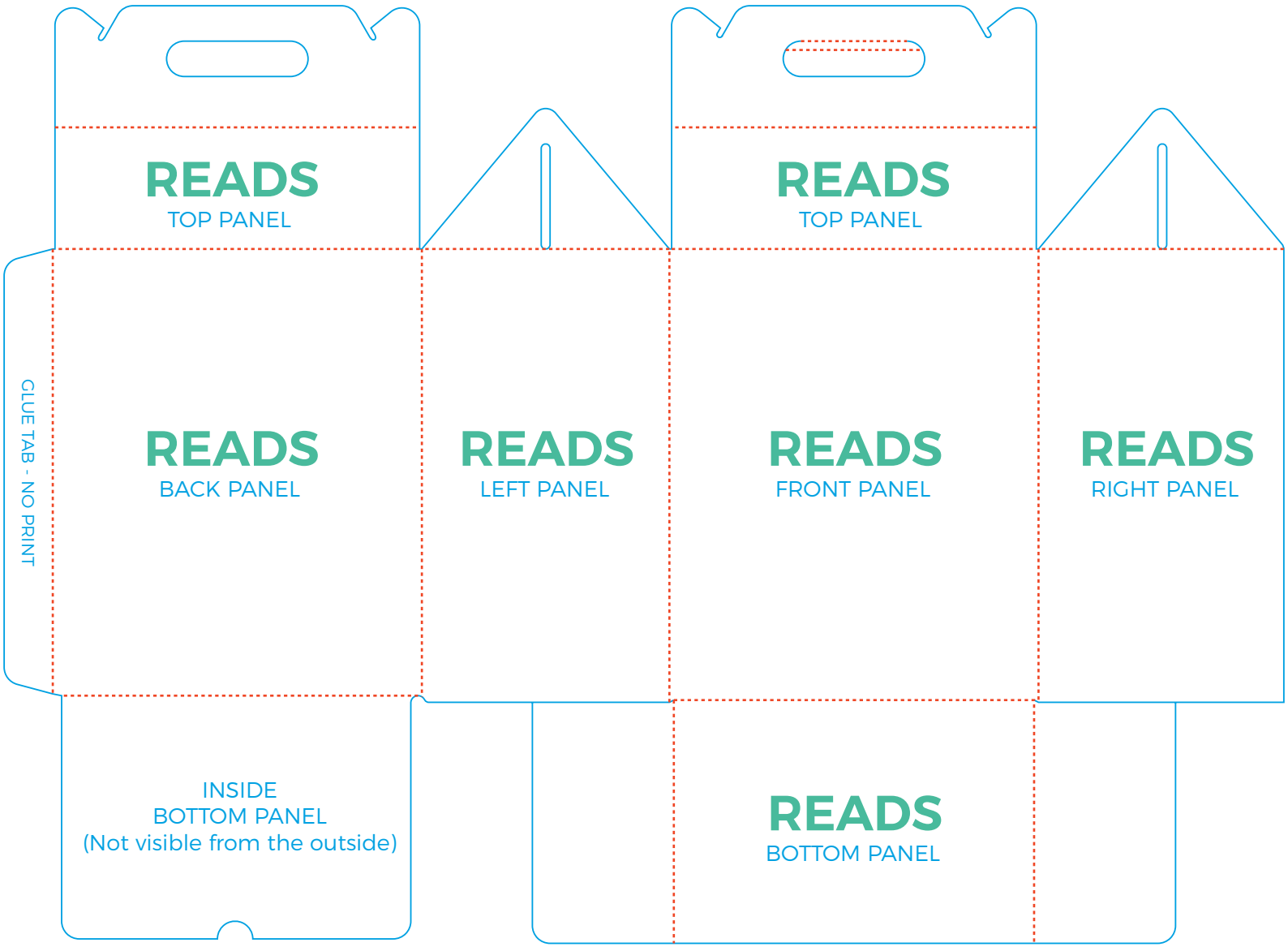
# GABLE BOX

**CREASE**

**CUT**

## OUTSIDE VIEW

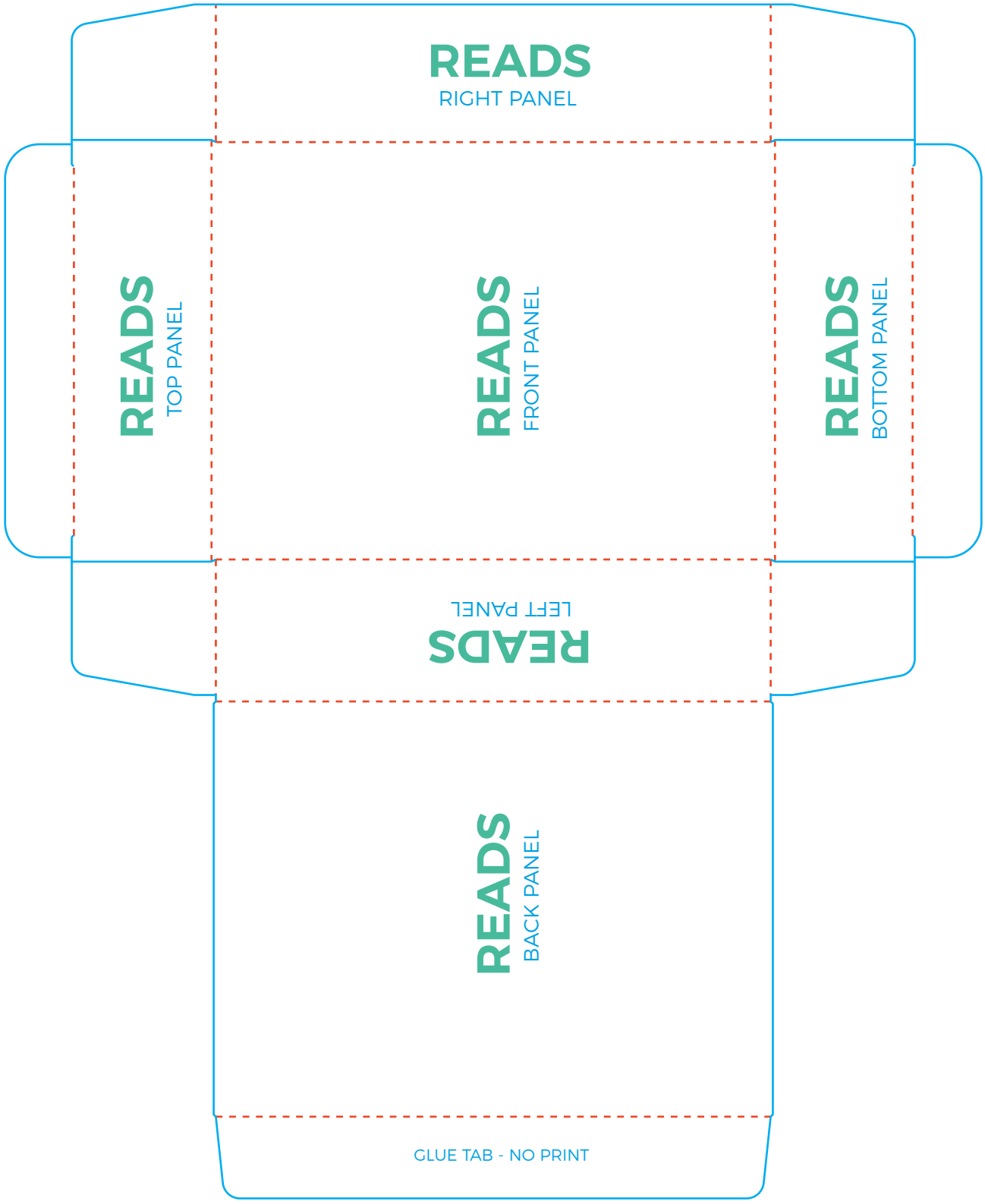
NOTE: TEXT SHOWS
ART ORIENTATION



# RETAIL BOX

**CREASE**

**CUT**

## OUTSIDE VIEW

NOTE: TEXT SHOWS
ART ORIENTATION