

ARTWORK GUIDELINES

Our in-house design department handles our CAD and graphic designs using the latest software to ensure we are able to handle all the common file formats. We understand that not all companies are able to provide art or CAD files for their packaging so we can create them for you.

If you are able to provide your own files, we have created this guide to assist you in being able to provide us with the appropriate files to streamline the process and prevent constant alterations and files going back and forth.

NOTE: Proficient Packaging will not take responsibility for the print quality of files that do not meet these specifications.

CARTON DIELINE

Dielines are created specifically for each job at a 1:1 scale and are created with different colours to be able to identify creases, cuts and manufacturing information. During the course of the approval process, it is possible that multiple dielines may be produced with changes to each so please ensure you are laying out artwork on the latest version of the dieline. If you don't have the correct dieline, please request a copy by sending an email to our design department at design@proficientpackaging.com.au

Dielines should be placed on a separate layer in the file, positioned atop other art elements and where possible, set for over printing.

Dielines are not to be altered without the approval of Proficient Packaging.

BLEEDS & GLUE AREAS

As a general rule, 3mm of bleed should be added where the print extends to the external perimeter of the carton.

Glue contact areas should remain free of ink and coating to ensure correct adhesion. These areas are usually marked on the dieline as a hatched section.

COLOURS

Jobs should be set in the software using the CMYK colour profile and special (PMS) colours are correctly labelled and set as spot colours in the swatches.

FONTS

Any font files used in the job should be provided with artwork file. Depending on the artwork, fonts can be outlined, but this makes it very difficult should any changes to the text need to be made.

For optimal results, please ensure all fonts meet the minimum size requirements depending on the print method...

	<u>LITHOGRAPHIC</u>	<u>FLEXOGRAPHIC</u>
Minimum text size Positive print Sans-Serif fonts	6.0 pt	12.0 pt
Minimum text size Reverse print Sans-Serif fonts	8.0 pt	14.0 pt
Minimum text size Positive print Serif fonts	8.0 pt	14.0 pt
Minimum text size Reverse print Serif fonts	10.0 pt	16.0 pt
Minimum stroke weight Positive print	0.5 pt	2.8 pt (1.0 mm)
Minimum stroke weight Reverse print	1.0 pt	4.25 pt (1.5 mm)

IMAGES & BARCODES / QR CODES

All photos should be set to CMYK at 300dpi resolution when at the required size. If scaling is required, it should only be between 80% and 120%.

Whenever possible, logos and other graphics should be supplied as vector (line art) files to ensure clearer printing as they can easily be scaled to required size and should also use the correct colours for the job.

Barcodes and QR codes should be supplied in the correct formatting (vector preferred), size and colour that is suitable for printing and to be read by a barcode scanner.

SUPPLYING DIGITAL FILES

If supplying artwork files via email, please ensure the size does not exceed 10Mb. If supplying additional files, please place all files into a folder that can be zipped.

Larger files can be supplied through a 3rd party service (such as WeSendIt), or through a link to a OneDrive or DropBox folder. We can supply a link to a OneDrive folder if you do not have this facility.