

## DIE LINE TEMPLATE ARTWORK INSTRUCTIONS

1. Download and save the template file provided.
2. Open template file in Adobe Illustrator.
3. In the layers panel, select the artwork layer.
4. Place your artwork/ logo/ text on the artwork layer. (CMYK only)

*Please make sure to follow the below Artwork Guidelines while applying your artwork.*

5. Save your changes as a PDF or EPS File, and send your print ready file to our team.
6. Our print team will send a soft proof to confirm your print before production.

## ARTWORK GUIDELINES

### **The Die Line Template**

The template we provide has been designed to exact specifications and measurements. When applying your artwork do not, in any circumstances, make any adjustments to the template.

### **Bleed and movement**

Please be aware there can be up to +/- 3mm of movement between the print and cut processes. Artwork that does not include bleed or ends on the crease lines will risk showing this movement. Make sure that bleed extends to the edges of the bleed layer and any elements which should be only visible from one panel are choked 3mm in from any edges.

### **Solid colours**

If possible, please avoid very large areas of solid colours in the artwork file, as there may be visible print banding / discolouration.

### **Kraft Printing**

If printing on a kraft brown box, please keep in mind all colours will appear slightly darker with a brown tinge due to the ink soaking into the material. Lighter colours will appear more transparent when printing on kraft material.

### **Save with Images embedded and fonts converted to outlines**

Please make sure all images are embedded before completing and saving the artwork. All text should be converted to outlines before saving the artwork file.

### **Resolution**

Print-ready files should be saved at 300ppi. All artwork should be ideally vector based. Where white ink will be printed, vector format is essential. Pixel based artwork will risk low print-quality.

### **Colour Settings**

Printing is produced in CMYK colours only. Any RGB/PMS colours will be converted to CMYK in the print process. If you require pantone colours, please contact our quoting team.

### **EPS or PDF format**

All artwork should be saved in EPS (Encapsulated Post Script) or high-resolution PDF format. (Make sure TIFF 8-bit Colour and default settings are selected if saving as EPS)

## USING CANVA

If you do not have Illustrator or another artwork program, Canva is a suitable free program you could use to setup artwork.

Artwork template files can be imported into Canva in 1:1 scale. Do not resize the template once it is imported.

**Please save and send any Canva artwork as a PDF and SVG file.**

If you have any questions please give us a call on 1300 882 919 or email [sales@packagingplace.com.au](mailto:sales@packagingplace.com.au) and we will assist you through this process.