



Whitebird.ca

ARTWORK PREPARATION GUIDE

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Structural Design of custom boxes must be 100% approved before the structural line drawing will be released for artwork application to either sales rep. or customer.

ACCEPTABLE FILE TYPES and RESOLUTION

- native vector files in .eps, .ai or .pdf format. Vector files are the preferred file format. Importing an image into Illustrator does not make it a vector; it must be originally created in a vector based application.
- minimum of 300 dpi (dots per Inch) or higher resolution raster CMYK .jpeg or .tiff.
- Increasing your dpi on an already low dpi file will not work.
- screenshots and web images are low resolution and not acceptable (png, html, gif, etc...)
- if only low resolution images are available there will be a service charge to create usable files.

All files are required to be 100% on a 1:1 scale to the die line.

Keep files layered; have artwork on a separate layer from the die line so adjustments can be made if needed.

EMBED all images, or provide the linked images.

Bleed art and images a minimum of 3/8" past the die cut edge.

Seek assistance if you are not sure what the "safe viewable areas" of the box are.

FONTS

Convert all fonts to outlines to prevent font errors and have your file print ready.

FLEXO PRINT ARTWORK LAYOUT GUIDELINES

All artwork must be kept 1/2" away from all cuts and scores on slotted cartons.

Steel die cut boxes can have print over scores and cuts and a minimum of 3/8" bleed past the die cut edge.

- raster files are not acceptable for making flexo print plates.
- keep text and images bold and as large as possible: type must be 6 pt or larger.
- lines must be 2 pt or thicker.
- artwork containing complex shading, gradients and other effects are not recommended. Keep images solid colour for best results.
- if a colour is required other than black, a colour number must be provided; Pantone (PMS) or GCMC. GCMC colours are standard in the corrugate industry and preferred by Whitebird.
- Pantone colours can be printed for an up-charge.
- colour can depend on the board colour to which the ink is being applied.
- board colour (Kraft, White/Oyster, other) must be specified.
- if colour matching is required, please seek assistance from a Whitebird representative.