



# COMPANYBOX<sup>®</sup>

## Graphics Guidelines



## 01. DO NOT ROTATE STRUCTURAL DRAWING

The unique structural template (CAD Dieline) we send you to build your art has been designed to flow through our system smoothly and accurately. It is very important that this template not be altered or rotated. The printed art is cut out based on the original template orientation. Rotating the dieline in your artwork may yield unintended results.

---

## 02. FILE CONTAINS DIELINE LAYER

In order to ensure your custom packaging cuts correctly, it is very important that the unique structural dieline we send you is included as part of the print file. The structural drawing will contain Spot Colors for the cut and crease lines in the Swatch menu. These colors are used to tell the cutting and creasing machines how to convert your unique product.

**IMPORTANT: Do not change these to CMYK colors because they will print on your box or label.**

---

## 03. COLOR SETTINGS

All artwork should be converted to CMYK. Please convert any RGB colors and images to avoid unexpected color shifting. All Pantone (PMS) colors should be converted to CMYK. Pantone and spot colors are not supported.

## 04. BLACK INK SATURATION

Too much ink in any one area can lead to printing and drying issues, which affect everything from how quickly your project can be printed, to possible issues in the cutting and finishing processes. Too much ink saturation can lead to other problems like ink smearing and smudging. For instance, black elements built using 100% Black, 100% Cyan, 100% Magenta and 100% Yellow have ink coverage of 400% which will not cure properly and result in quality and production issues. Using a color build of 100% Black, 30% Cyan, 30% Magenta and 30% Yellow, you end up with a similar result without the print issues.

---

## 05. RICH BLACK

If your art includes black, we recommend it's built as a rich black with 30 cyan (C), 30 magenta (M), 30 yellow (Y) and 100 black (K). For best results, include a .5pt stroke of 100% black (K) to avoid print overspray.

---

## 06. FILE FORMAT

CompanyBox accepts only PDF files. It is best to use a vector-based software application such as Adobe Illustrator for building art files, and saving/exporting your native file in PDF format before uploading to CompanyBox.com.



## 07. FONTS & TYPE

We recommend using 10 point and larger for fonts, and using a heavier weight for text that is reversed-out. All type should be outlined in your final artwork file. Fonts below 10 point may not print legibly, especially if a font is thin (or features of a font are thin, like serifs or cross bars). When reversing type, use one weight heavier than the weight you intended to use. Avoid specifying small trademark and register mark symbols to print in reverse, as they may fill in when printed.

---

## 08. CONVERT ALL TEXT TO OUTLINES

In order to ensure your custom packaging prints correctly, we require that all fonts be converted to outlines.

---

## 09. BLEED

Final artwork files must maintain a minimum bleed of .125" (1/8th-inch) on all edges and into glue flap.

---

## 10. SAFE AREA

Margins, rule outlines, or copy that does not bleed needs to be no less than .125" (1/8th-inch) away from dieline and scores.

## 11. UPC/BARCODES

UPC-A type barcodes need to be at least 150% size (approx. 2.2" wide). We recommend all barcodes to be at least .5" (1/2-inch) tall.

---

## 12. IMAGE RESOLUTION

Check image resolution in order to provide the best quality print. If images are at a resolution of 150 dpi or lower at 100% scale this can result in a loss of sharpness and "pixelated" look. Straight lines will have a "staircase" effect. For best results, all artwork and image resolution should be no less than 300 dpi.

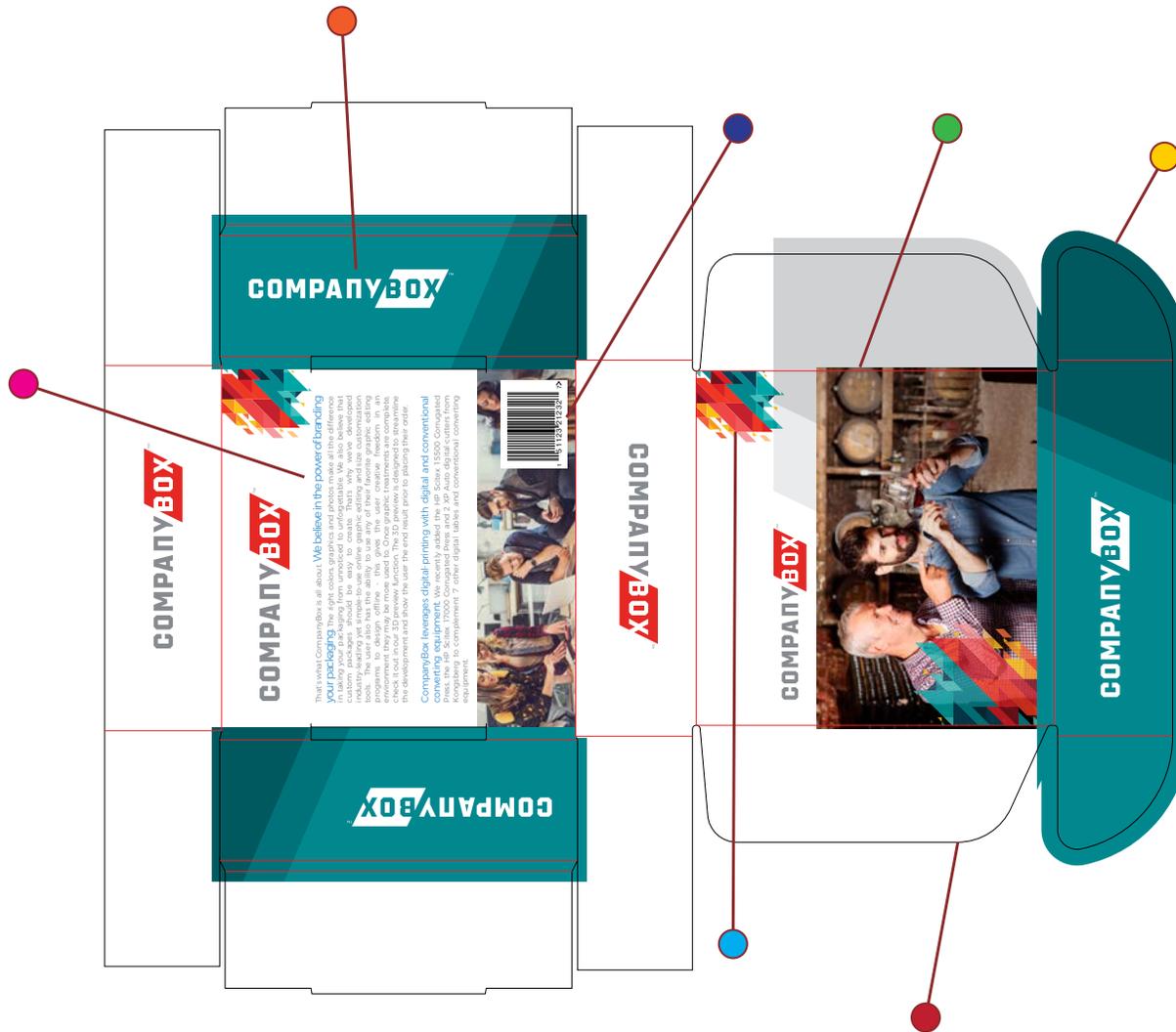
---

## 13. PLACED IMAGES

All images should be embedded into your artwork file PDF. Make sure placed images have the correct file extensions: ".tiff" or ".eps" at the end (e.g., "Image.tiff" or "Image.eps"). Include only the page layout documents and the supporting files required for your project. Place graphics at 100%. Any graphics placed less than 100% takes longer to output and may require additional prepress time. Placed images and artwork should be in the CMYK color space.



# Quick Notes



## BLEED

Minimum .25" (1/4th-inch) bleed on all sides including glue-flap.

## REVERSE-OUT TEXT

Heavier font weight for legibility.

## COLORS CONVERTED TO CMYK

All artwork, including placed images, should be in the CMYK color space.

## PLACED IMAGE

CMYK Image at 100% scale and 300dpi resolution.

## BARCODE

Minimum 150% size (approx. 2.2" wide) and at least .5" (1/2-inch) tall.

## FONT SIZE

Minimum 10pt font size is recommended.

## BLACK DENSITY

Rich black is set to 30 cyan (C), 30 magenta (M), 30 yellow (Y), and 100 black (K).

## FILE CONTAINS DIELINE LAYER

Dieline layer must be present in final artwork. Do not rotate or alter.