Digital Graphics Checklist

Follow these simple rules to get the best results for your print.

Using a color build of 100% Black, 30% Cyan, 30% Magenta and 30% Yellow

Color		
C		30 %
M		30 %
Y		30 %
K		100 %

DELINE DIGITAL
PACKAGING ELEVATED

DO NOT ROTATE STRUCTURAL DRAWING

The CAD Dieline we send you to build your art has been designed to flow through our system. 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.

FILE CONTAINS DIE LAYER

In order to ensure your custom packaging cuts correctly, it is very important that the 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 packaging correctly.
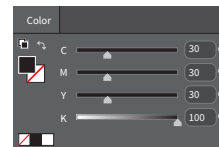
IMPORTANT: Do not change the cut file to CMYK colors because they will print on your box or label!

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 converted to CMYK in digital printing.

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 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 may 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 Rick Black without printing issues.

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 0.5pt stroke of 100% black (K) to keep edges sharp and clean.
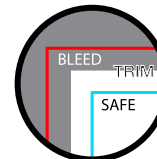
FILE FORMAT

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. or ai. formats before sending to DeLine Box & Display.

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MINIMUM .25"
(1/4th-INCH)
BLEED AND
SAFE AREAS

BLEED
TRIM
SAFE

DELINE DIGITAL
PACKAGING ELEVATED

TYPE FONTS & TEXT SIZE

We recommend using font size of 10 point and larger in your art, also use a heavier weight font for text that is reversed-out. 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.

CONVERT ALL TEXT TO OUTLINES

All type should be outlined in your final artwork file. In order to ensure your packaging art prints correctly, please convert all fonts to outlines.

PLACED IMAGES

All images should be embedded into your artwork file. 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.

BLEED

Final artwork files must maintain a minimum bleed of 0.25" (1⁄4th-inch) on all edges and into glue flap.

SAFE AREA

Margins, rule outlines, or copy that does not bleed needs to be at least 0.25" (1⁄4th-inch) away from dieline edges and scores lines.

QR CODES & UPC/BARCODES

UPC-A type barcodes and QR codes need to be at least 150% size (approx. 2.2" wide). In order to scan properly, the height of the bars should be at least 0.5" (1⁄2-inch) tall.

IMAGE RESOLUTION

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

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DELINE DIGITAL
PACKAGING ELEVATED

A

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

B

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

C

SAVING INK
Knock out any areas that will be hidden/unseen to save ink cost.

D

REVERSE-OUT TEXT
Heavier font weight for legibility.

E

FONT SIZE
Minimum 10pt font size is recommended.

F

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

G

PLACED IMAGE
CMYK Image at 100% scale and 300dpi resolution.

H

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

I

FILE CONTAINS DIELINE LAYER
Dieline layer must be present in final artwork. Do not rotate or alter.

Globex SNOWSHOES

Product Specs
Size: 25"
Capacity: 120 to 200 lb.
Weight: Approx. 4 lb. 2 oz.