



**CREATING  
CUSTOM  
ARTWORK  
FOR MY  
BOX ORDER**

**Flexo**

**STEP-BY-STEP  
ART GUIDELINES**

[www.delinebox.com](http://www.delinebox.com)

# Flexo Graphics Checklist

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



## FILE FORMATS

DeLine can handle any file format available today, Macintosh is the preferred OS but we can also work with PC based files, for the preferred file types please see the list below.

- Adobe Illustrator (*Preferred*)
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat

Please provide a **hi-res** PDF of the final art to be used as a comparison to the final production.



## FONTS

Make sure to include all fonts when submitting art files or text needs to be **outlined type** in the vector form. Minimum positive type size 9pt / Minimum reverse type = 11pt **Bold Face**



## SUPPORT FILES

Make sure to include all linked, fonts and embedded files.



## DIE LINES

Final layout should be done on a EPS or ARD cad file supplied by DeLine. Make sure to be working with the print view.



## ART ELEMENTS

If using CT's ensure size is large enough to account for bleeds of 1/4". Minimum line weight positive & reverse 1.5pt



## BARCODES

Make sure to supply information on the type of code required UPC, ITF, etc. and please supply the full code # including the start digit. Make UPCs at least 1.59" x 2.395" tall and ITFs at least 1.63" x 6.06"



## COLOR GUIDELINES

### Files:

- For best results leave CT's as RGB, We will convert them to spot colors or indicated PMS target color.
- **Process** printing less than 65LPI - make sure to use halftones screen patterns at 55LPI to 65LPI depending on print content and the press being used.
- **Art files should be Adobe Illustrator/PDFs.**
- Do not add trap to files, our separator will be responsible for this.

### Number of colors:

- Maximum number of colors will be 3 for the **Göpfert** and 4 for the **Emba flexo folder gluer**.
- Please specify what colors you have used. Try to use PMS numbers when possible.

### Chase / Target:

- If you would like the graphics to match previously printed images please supply a sample "Target"
- If no chase is supplied we will run a calibrated proof to international SWOP standards and this will become the chase for color.

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## TIPS FOR DESIGNERS

### ART

- Build vignettes using gradations, not blends.
- Supply a clean color palette which reflects only those colors printing, otherwise the nature of the color can be left for interpretation, especially when printing with modified process.
- Supply a proof off the final design art to clearly show intent of design, if possible.
- Keep all text as vector art and keep from embedding copy into Photoshop images, if possible.
- Although Adobe Illustrator is the preferred software application to build design files, there are a few special effects functions under the filters in Illustrator which are meant for Web-based applications as opposed to postscript rip-based workflows. Although there is a workaround for these filters, it takes extra time. If you choose to use these functions please identify the special effect and supply an accurate target at size as to ensure it is properly interpreted and reproduced as close to its original design intent.
- **For slotted containers (RSCs, FOLs, HSCs), do *not* place art across Corrugator (flap) scorelines. Check with your DeLine Sales Representative for more information, if this is something you are unfamiliar with. Die cut designs do not have this restriction.**

### COLOR

- If conversion to **CMYK format** is applied, we suggest that a SWOP coated conversion table is used so enough detail and shape remains in image for DeLine to separate for indicated PMS targets.
- Try to keep special effects on copy done within illustrator. Photoshop special effects are rasterized and could cause the print to have pixelization.

### FILE SHARING

- The Internet has made it extremely easy for everyone to share files. Files can be uploaded to a cloud-based server. Then a link can either be shared or emailed to DeLine Box for downloading. Here are a few websites that offer file-sharing services:
  - Dropbox
  - Google Drive
  - WeTransfer
  - Box

You may also upload files to our website at <https://www.delinebox.com/artwork-upload>