

# IMPORTANT!

**please read the following information and keep it in mind when creating your artwork.**

- **3mm movement:** during the printing and cutting process there can be up to **3mm of movement**. every product template has been marked out with bleed and safe areas, it is your responsibility to ensure that artwork extends to the bleed line while any important text or graphics are placed within the safe area, **any artwork outside of these lines are at risk of being cut or obscured**. for this reason we also recommend that you **do not** use fold lines as artwork breaks.
- **spelling and grammar:** it is your responsibility to ensure that all text is correct before signing off any artwork, we do not proof read any text contained within supplied artwork.
- **failure to comply to our guidelines:** these guidelines have been put in place to ensure that we can print and cut the final product accurately and to a high quality, failure to adhere to these guidelines can result in us rejecting the artwork. in the event of this we will send the artwork back to you to be fixed, **doing this will affect the lead time and therefore attempted delivery date for the product**.

## quick click guide

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## before you start

- **opening our templates:**

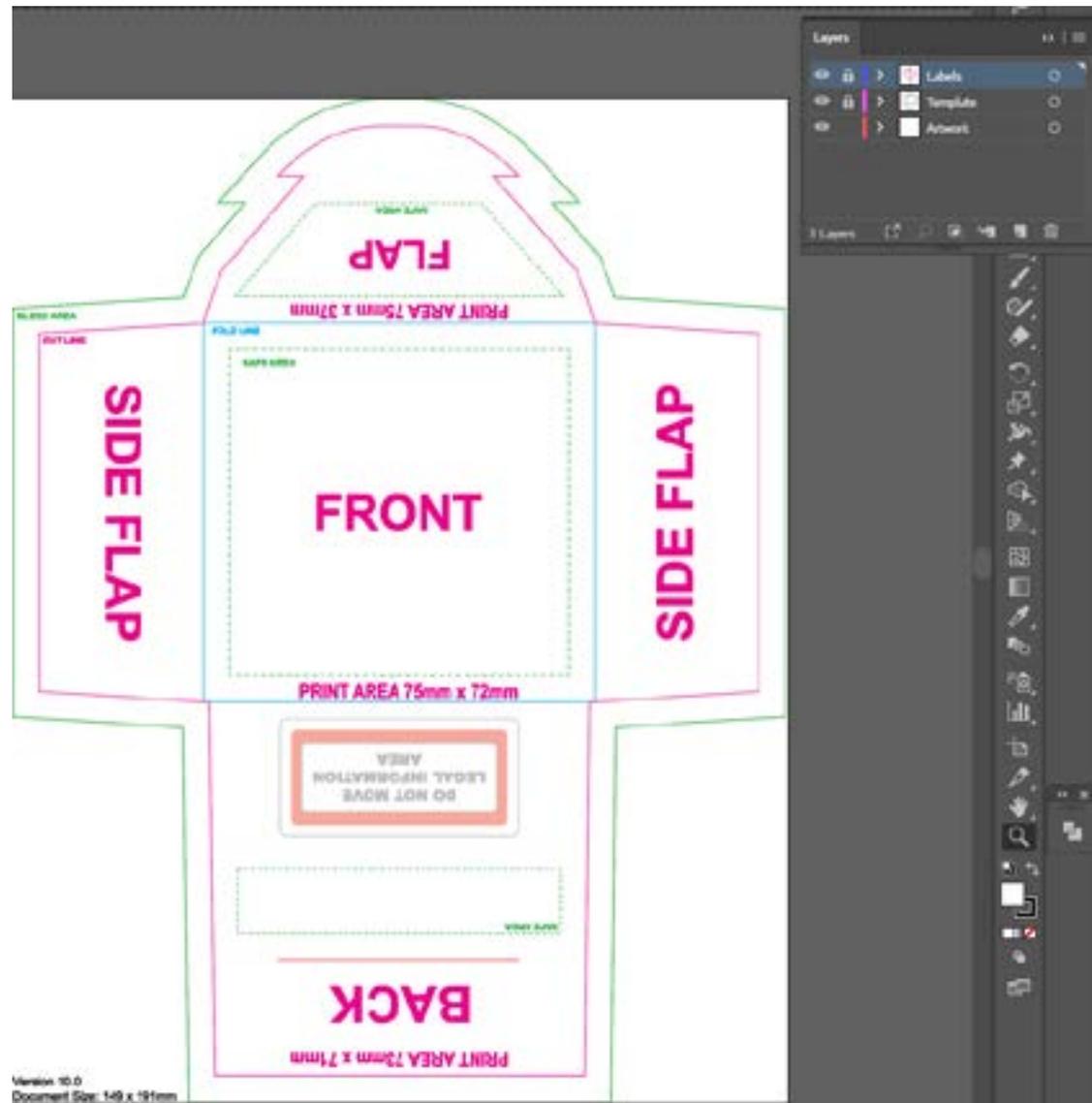
we recommend using illustrator to create your artwork and provide our templates in an Illustrator friendly PDF format (you can open the PDF in illustrator by right clicking and selecting 'open with' and then illustrator). you can also use our templates with other design software such as photoshop. to do so create a new document the same size as the supplied template and place it in to the document on a separate layer to your artwork.

all of our templates state their size in the lower left, make sure to place them in at 100%.

- **how our templates work:**

the templates we send you are artwork ready with the layers you will need already set up.

they're the correct measurements to fit your final product and any die cutters that may be needed to create it, this means that it is important that the templates aren't edited in any way other than by adding artwork to the artwork layer. **artwork must be set on the artwork layer only.**



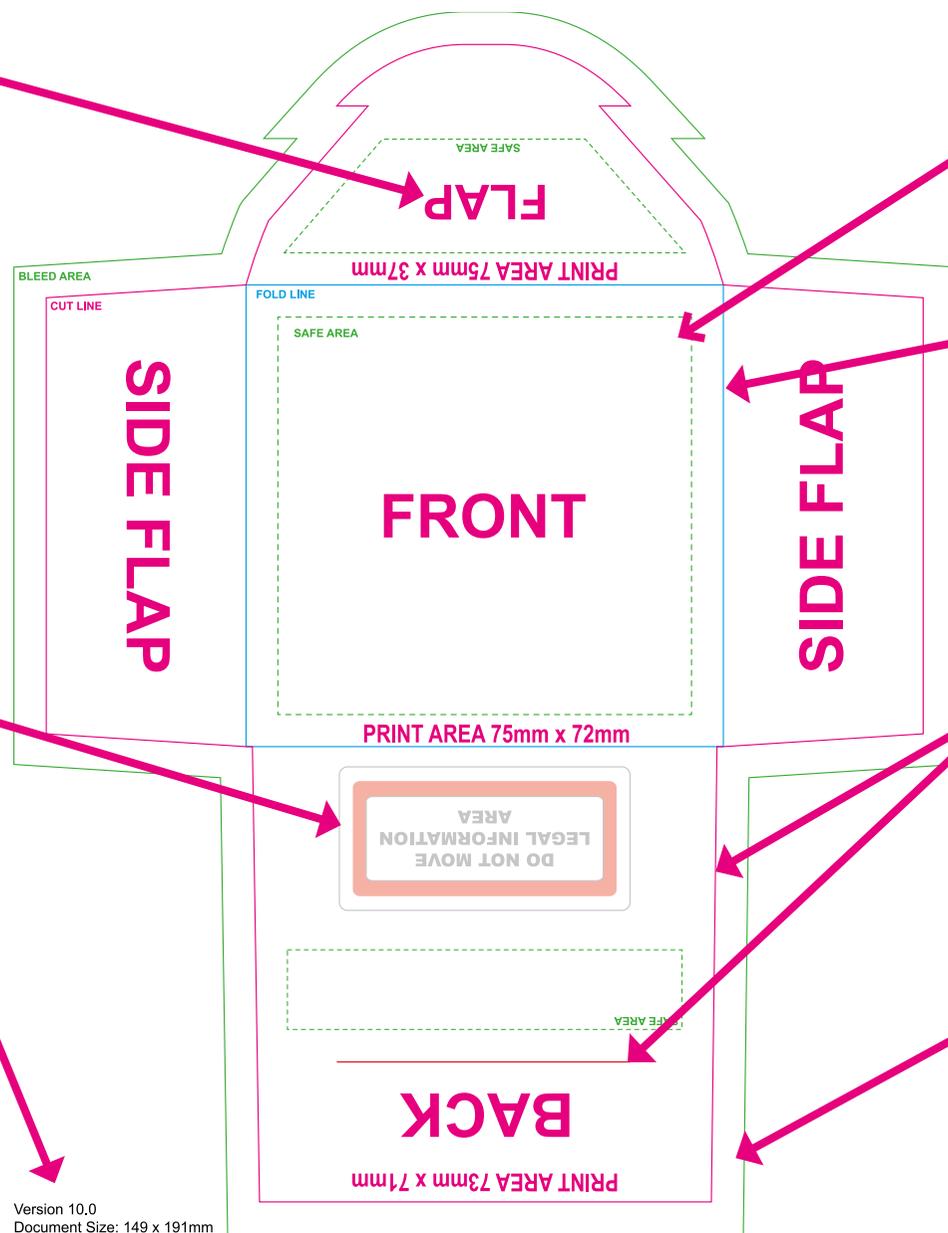
# template break down

**labels:** the large text on the label layer indicates each section of the template and how to orientate artwork placed within those sections. in this case when the template is printed and assembled the 'FLAP' section will be folded over the 'BACK', the orientation of the word 'FLAP' indicates that any artwork placed here must be placed upside down.

**legal information:** this is where the ingredients label will go. this cannot be removed or resized, take this area into account when creating a design, as anything in this area will be obscured.

**document size:** this is the actual size of the template, do not resize, stretch or skew the template in any way, if you are creating a document outside of illustrator ensure that the document/art-board size matches this measurement.

Version 10.0  
Document Size: 149 x 191mm



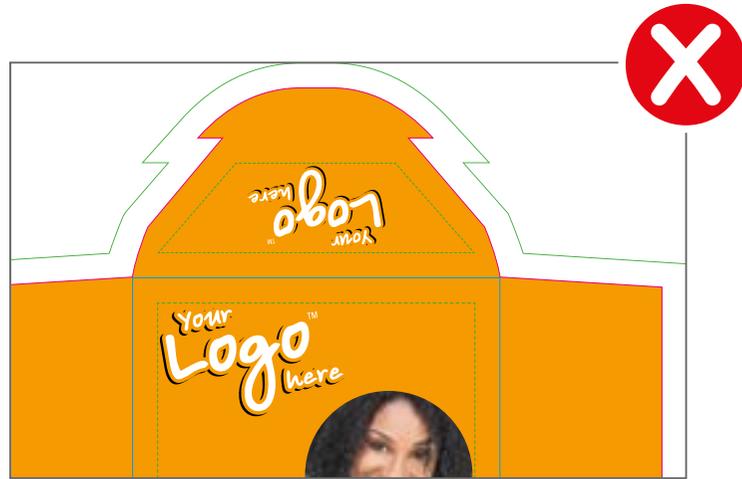
**safe area:** this denotes areas that are **not** at risk of being cut or obscured, important artwork and text should always be placed within the safe areas of a template.

**fold line:** a crease will be added on these lines, do not use these lines as an artwork break, artwork may not line up to this exactly as movement can occur during cutting.

**cut line:** cut lines show where the template will be cut. some designs such as this one may have single cut lines for tabs, be aware of these when placing any artwork elements.

**bleed area:** the bleed area extends past any areas that will be fully cut out to ensure that in the event of movement (up to 3mm) there will be no white areas showing. do not place any important artwork/ information here.

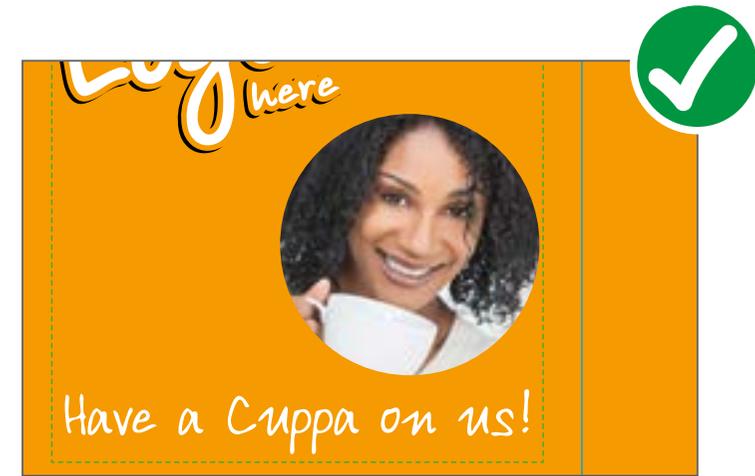
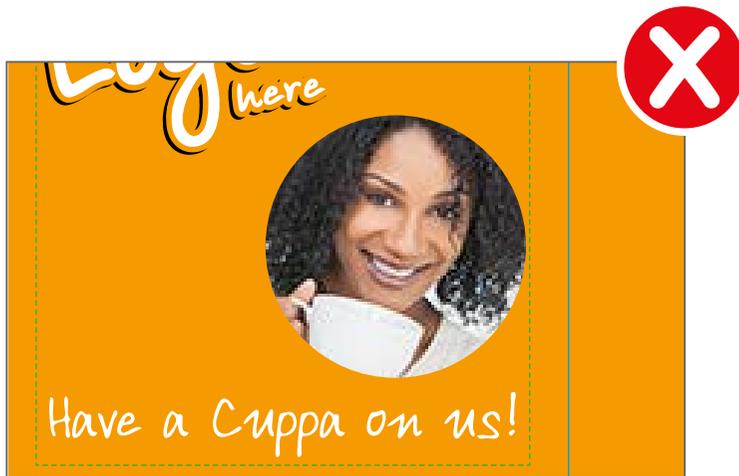
## setting up your artwork



### bleed:

**DO** make sure that your artwork fully reaches the bleed.

**DO NOT** place any important artwork/text here, only block colour, patterns or areas of photos that are not the main focus.

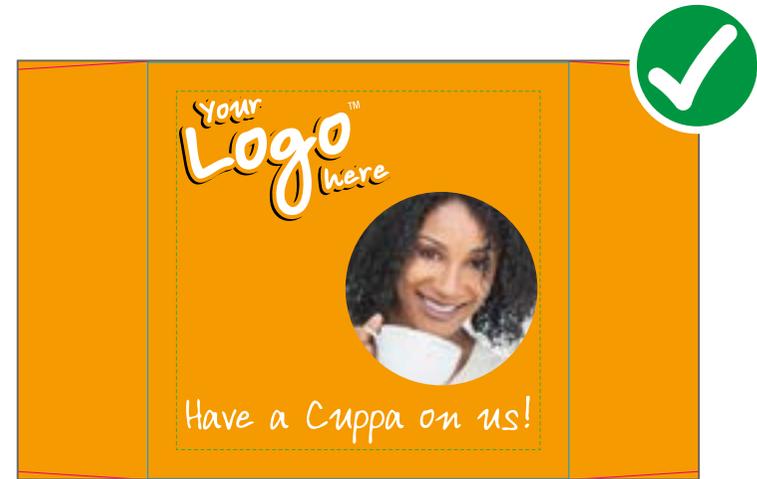
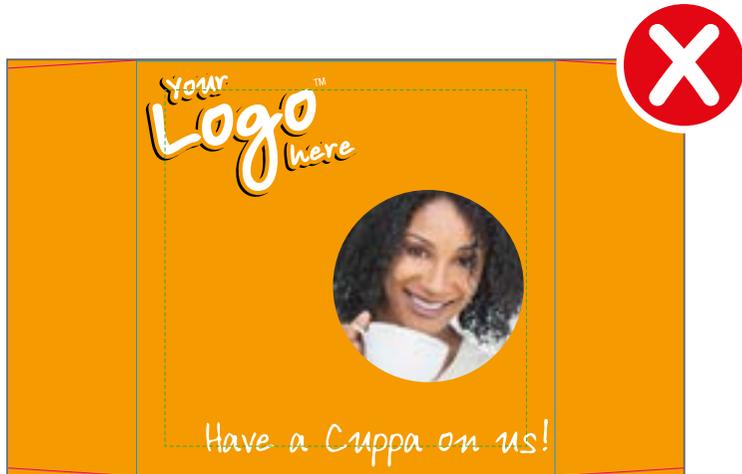


### image resolution:

**DO** make sure that the document itself and any images within it are 300dpi or higher.

**DO NOT** use low resolution/pixelated images.

## setting up your artwork



### safe area:

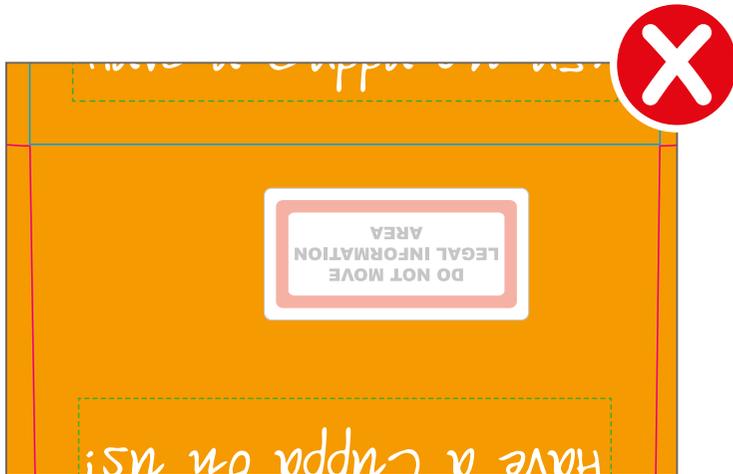
**DO** place your text and logo within the safe area, important information will not be at risk in these areas.



### fold lines:

**DO NOT** use graphical elements that match fold lines, such as pin lines, borders or adjacent panels with contrasting colours.

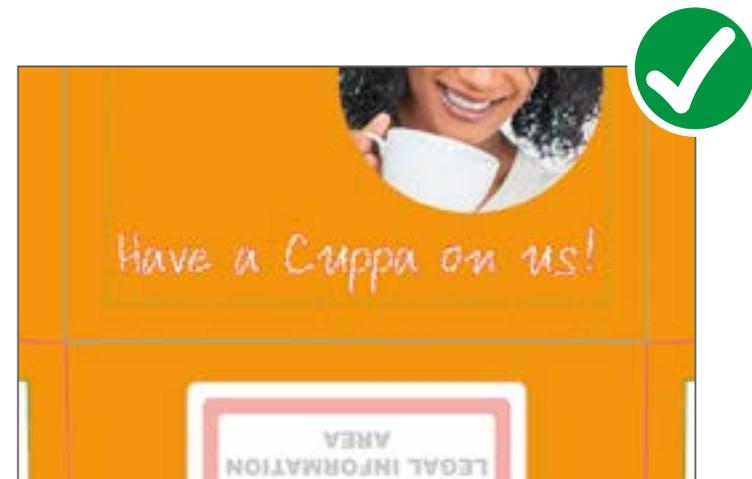
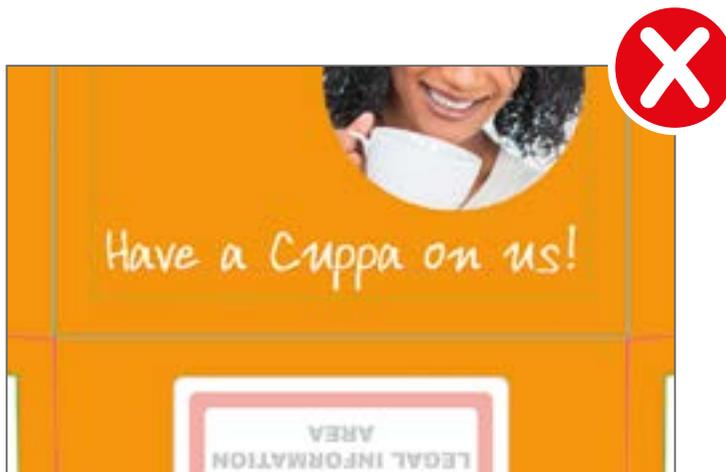
## setting up your artwork



### legal area:

**DO NOT** adjust or move the legal information area.

**DO** take into account that any artwork placed in this area will be obscured.



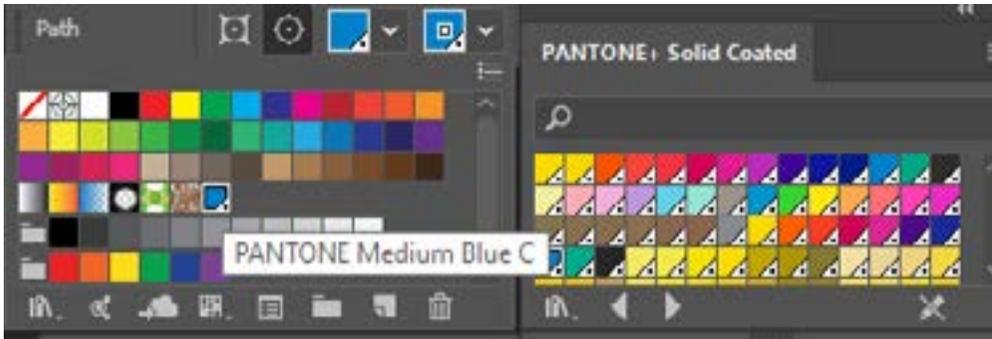
### text to outline and embedded images:

**DO** convert all text to outlines and embed images into the artwork.

**DO NOT** leave text as an editable font or leave images that require links to the original image file.

# pantone colours

we print our products digitally therefore there are limitations on how closely we can match pantone colours, however if **you correctly assign a pantone colour within the artwork and state the pantone number on the purchase order** we will match it as closely as possible.



## assigning a pantone colour

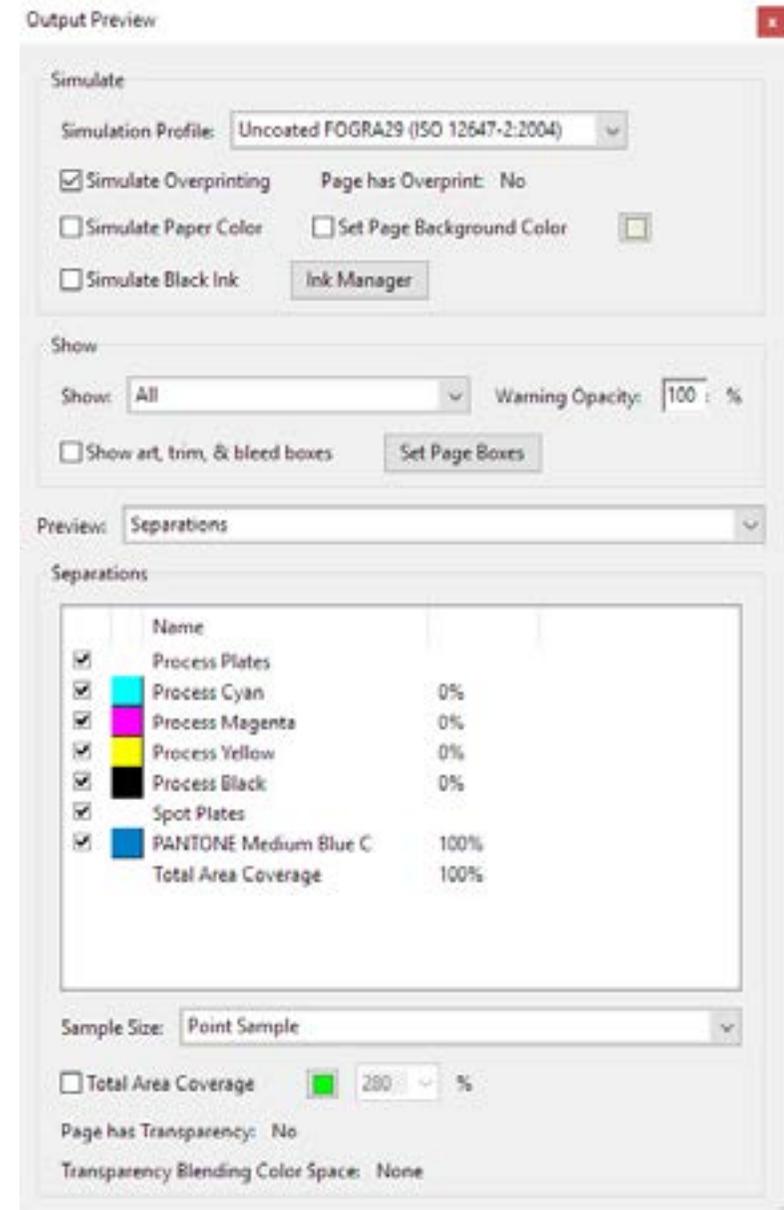
please ensure that any pantone colours are assigned within the artwork itself, as shown in the image above.

## saving pantone colours

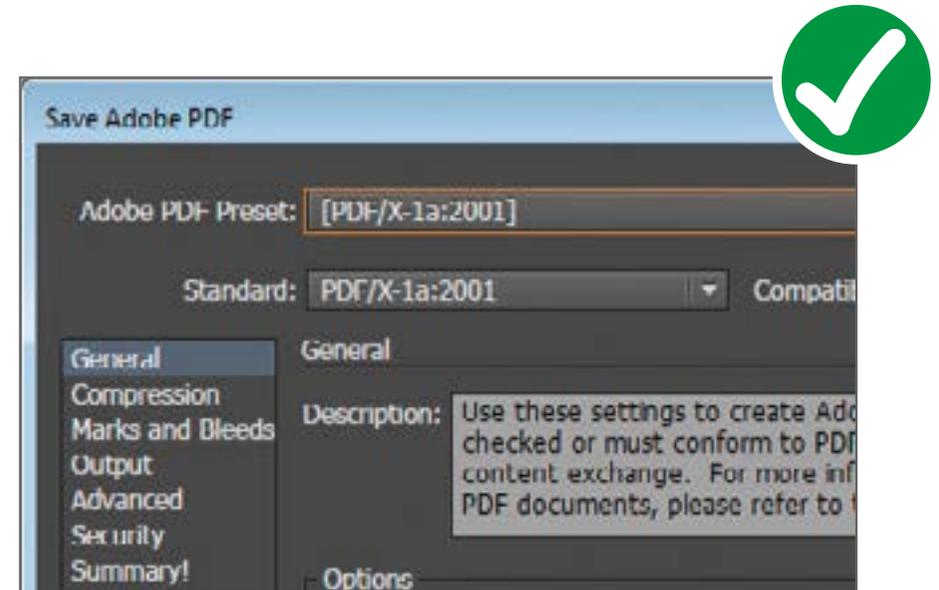
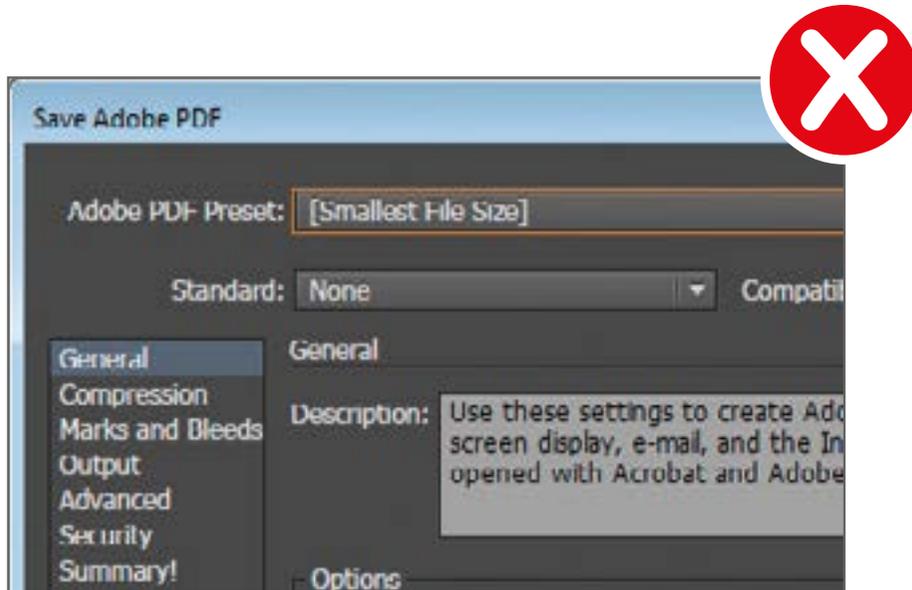
save your artwork as a high quality print PDF to preserve any pantone assignments.

you can check if your pantones have been correctly assigned by opening the PDF in adobe acrobat and going to print production > output preview. you will see a window like the one opposite listing the pantone colours assigned within the artwork.

**please make us aware of any pantones within your artwork.**



## saving your template



**DO** save your illustrator file as an 'illustrator default' PDF, when using any other program save your file as a print ready PDF ideally using the PDF/X-1A:2001 setting.

**DO NOT** save your artwork as a JPEG or small file size.

## quick summary

### do:

- **outline text:** convert any text in your artwork to an outline, this means we can still print/open your artwork even if we don't have your font.
- **use the layers:** using the layers already set up means that we can process your artwork faster, it also reduces the chance of any artwork elements getting lost when the template is removed for print.
- **delete the labels layer:** we don't need this layer when printing, its a reference to help you with creating artwork so you can delete this layer before sending your artwork to us.
- **embed any images:** we won't be able to access anything that links to a file outside of the template so please ensure that all images are embedded.
- **use high resolution images:** any images that are under 300 DPI will print out at a low quality.
- **assign any pantone colours:** If you would like us to match to a pantone colour please make sure that they are assigned within your artwork and make us aware of the pantone number when placing an order. please take into account that we print digitally therefore pantone colours may not be exact, but we will strive to match colours as closely as possible.
- **save your artwork as a PDF:** in order for us to be able to hide/remove templates, print pantones and generally prepare the artwork for print we will need the finished files saved out as a high quality PDF file for print.

### don't:

- **ignore the bleed and safe areas:** ignoring these areas can result in the final product printing with a white outline or artwork being obscured and/or cut.
- **change the legal information area:** this area has to be as shown in order to fit all the information that is legally required.
- **resize, stretch or skew the template:** the templates are to scale for the final product, changing the template in anyway will mean that it is no longer suitable for use.
- **merge artwork layers:** merging the layers into a single layer could result in the loss of detail or artwork when the template is removed for print.
- **add extra elements to the template:** our templates are set up to link into further templates and layups to complete the printing process. changing the size of the art-board the templates are set on or adding new elements to the art-board (e.g.. increasing the art-board size to add a key) will effect these. Please always send us a version that is exactly the same measurements as the original template.