

GRAPHICS GUIDELINES

for Fantastapack



TABLE OF CONTENTS

File Preparation 3

File Format
Do not rotate structural design
Resolution
Barcodes
Placed Images

Color Specifications 4

Color Settings
Blank Ink Saturation
Rich Black
White ink

Text and Fonts 5

Fonts and Type
Convert All Text to Outlines
Line Weight

Design Layout..... 6

Text and Graphics Orientation
Safe Area
Bleed
Add your customer artwork to a new layer
No Print Zones

Die Lines and Layers 7

File Contains Dieline Layer
Visual of die line and all layers



FILE PREPARATION

FILE FORMAT

Fantastapack's online editor accepts PDF, JPG and PNG files.

For custom dieline artwork, we accept 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 it to Fantastapack.

Two-Sided Print projects must be saved as a single PDF file where page 1 is the outside print and page 2 is the inside print. Your file must be in this order for our automated system to function.

Use Adobe Illustrator for dieline artwork because it handles Fantastapack's required technical colors, ensuring precise printing. As a vector-based application, Illustrator allows scalable designs that retain sharpness and quality, unlike Photoshop's pixel-based images.

Yes!	No
PDF	AI
JPG	EPS
PNG	GIF

RESOLUTION

To ensure the best quality print, check the image resolution.

For optimal results, artwork and image resolution should be at least 300 dpi, and using vector art whenever possible is recommended for clean printing.

Images with a resolution of 150 dpi or lower at 100% scale can lead to a loss of sharpness and a "pixelated" appearance, with straight lines displaying a "staircase" effect.

BARCODES

UPC-A type barcodes need to be at least 150% size (approx. 2.2" wide). In order to scan properly, the height of the bars is not as much of a concern, but we recommend them to be at least .5" (1/2-inch) tall.

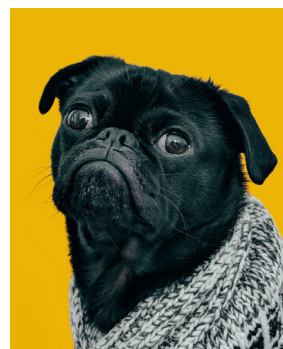


PLACED IMAGES

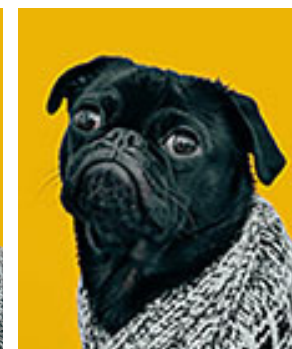
All images should be embedded in your artwork file PDF, and they must have the correct file extensions: .tiff, or .eps (e.g., "Image.tiff" or "Image.eps"). Include only the page layout documents and supporting files required for your project.

Ensure graphics are placed at 100%, as images placed at less than 100% take longer to output and may require additional prepress time, while those placed at larger than 100% may appear blurry or pixelated.

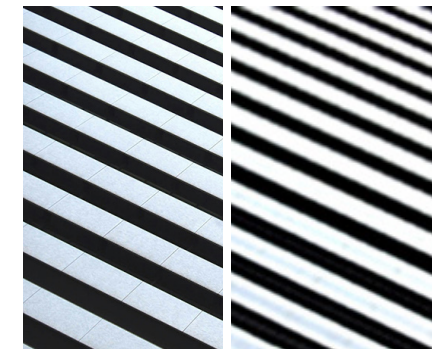
Additionally, placed images and artwork should be in the CMYK color space.



High-resolution



Low-resolution



The staircase effect (shown on right)

COLOR SPECIFICATIONS

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. We do not provide services such as color matching or color proofs. The best way to get the desired result is to convert your Pantone to CMYK and buy a sample of your box first before committing to a larger order.



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.



C:	100	%
M:	100	%
Y:	100	%
K:	100	%



C:	30	%
M:	30	%
Y:	30	%
K:	100	%

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.

WHITE INK

Our digital print supports the CMYK color spectrum, which means we **do not print white ink**. If you have white in your design, please choose any of our non-Kraft material options, so wherever you have white in your design there will be no applied ink and the white of the box will show.

If you have white in your design and want to print on Kraft, **it will not show up**. As an alternative method to replicate the look of white ink on Kraft you may consider using a simulated Kraft background image in your artwork file (shown to the right).



We can't print white ink, but you can replicate it by printing a kraft texture on a white box and then using white art—like this!

TEXT AND FONTS

FONTS AND TYPE

When choosing Standard White and Premium White material, we recommend using font sizes of 10pt or larger.

For PurePrint Premium™ or PurePrint Matte™ and custom label orders, we recommend using font sizes of 5pt or larger.

Fonts below the recommended sizes may not print legibly, especially if the font is thin or contains thin features such as serifs or crossbars.

Standard White and Premium White material: **10pt or larger**

The quick brown fox jumps over the lazy dog.

PurePrint Premium™ or PurePrint Matte™ and custom label orders: **5pt or larger**

The quick brown fox jumps over the lazy dog

CONVERT ALL TEXT TO OUTLINES

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

How to outline text in Illustrator:

- Select the text with Selection tool
- Choose Type > Create Outlines to convert the text to editable paths
- Select the Text > Right Click and then Select Create Outlines
- Keyboard shortcuts:
Windows (Shift+CTRL+O)
MacOS (Shift+CMD+O)
- Click the Ungroup button in the Properties panel to be able to move the letters independently
- Your text is ready to be edited as per your choice



Text not converted to outlines



Text converted to outlines

LINE WEIGHT

When reversing type, use one weight heavier than the weight you intended to use. Lines and stroke weight should be no less than .5pt and 1pt if reversed out. Avoid specifying small trademarks and register mark symbols to print in reverse, as they may fill in when printed.

.5 pt

Regular lines should be .5 pt or larger

1 pt

Reversed out lines should be 1 pt or larger

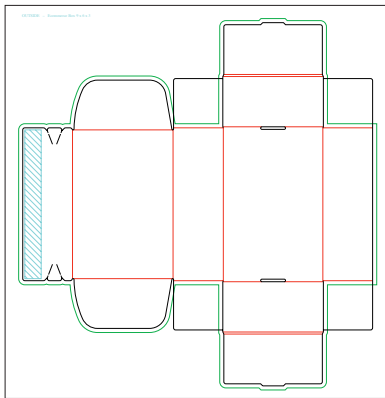
DESIGN LAYOUT

DO NOT ROTATE STRUCTURAL DRAWING

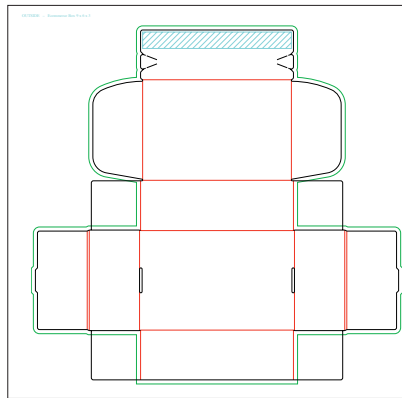
The unique structural template (CAD dieline) we send you to build your art has been designed to flow through our system smoothly and accurately. It is very important that this template not be altered or rotated. The printed art is cut out based on the original template orientation. Rotating the dieline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



Yes! Original artwork, not rotated



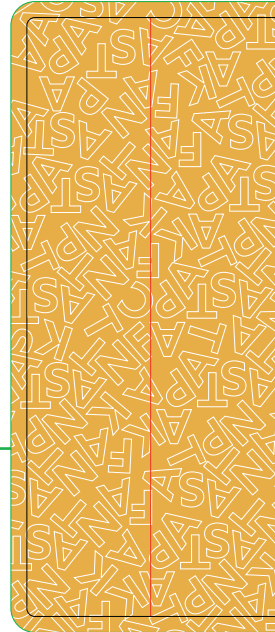
No! Original artwork has been rotated



BLEED

Final artwork files must maintain a minimum bleed of .25" (1/4-inch) on all edges and into the glue flap. If the dieline provided does not contain a bleed line, please contact customer support at support@fantastapack.com.

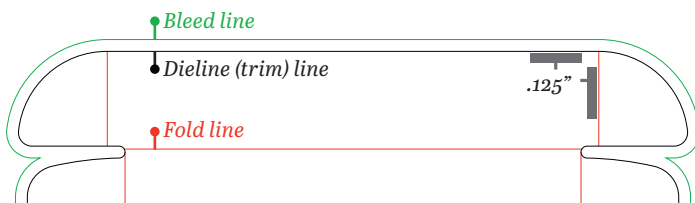
Extend art all the way to the green bleed line



REGISTRATION SHIFT & TOLERANCES

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

Printing and cutting registration are considered within spec if it is .125" or less from where the artwork is placed on the dieline. Keep in mind these tolerances when designing print. On your screen, you may see color abruptly end on a panel cut or crease line, but when manufactured, that color border can move up to .125" and still be within spec. This means your color may slightly roll over a panel or fall short by up to .125"

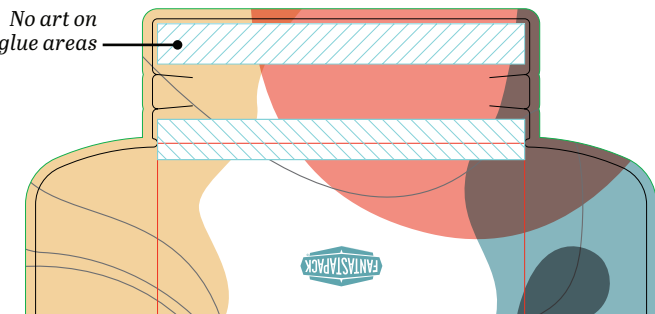


Keep art at least .125" away from the dieline (black line) and scores (red lines)

NO PRINT AREAS

On glue and tape styles, there will be a knockout on the dieline which indicates a no print zone. Do not put graphics on this area.

No art on glue areas



DIE LINES AND LAYERS

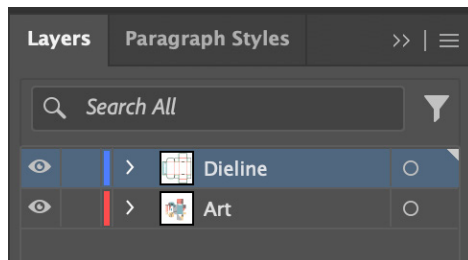
FILE CONTAINS DIELINE LAYER

To ensure your custom packaging cuts correctly, it is crucial to include the unique structural dieline we send you as part of the print file. The structural drawing will contain Spot Colors for the cut and crease lines in the Swatch menu, which guide the cutting and creasing machines in converting your product.

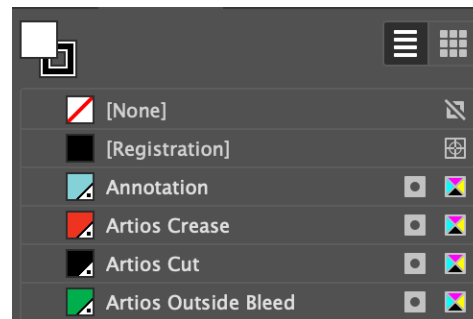
Do not change these Spot Colors to CMYK, as they will print on your box or label.

Additionally, do not flatten your artwork with the die layer; the die line must remain on a separate layer to be removed at the printing stage.

If you are providing your own die lines, "Cut" and "Crease" and "Bleed" will need to be included in the names in order to be recognized by our automation and produced correctly.



Keep dieline layer separate from artwork



Do not modify the titles or spot colors of the dieline components

Questions?

Check out our website for an easy to use chat!
www.fantastapack.com