Digital Art Guidelines

General Layout & Design Guidelines

- It is recommended you send a PDF file to accompany your digital art for reference. Please refer to "PDF Guidelines" for proper PDF creation settings.

- Digital art files can be submitted through a file transfer service, e-mail, or on a flash drive.

If you need to send additional revised copies of your digital art, please add version numbers to the file names to ensure accuracy. (ex. "boxdesign_**01**.ai" "boxdesign_**02**.ai")
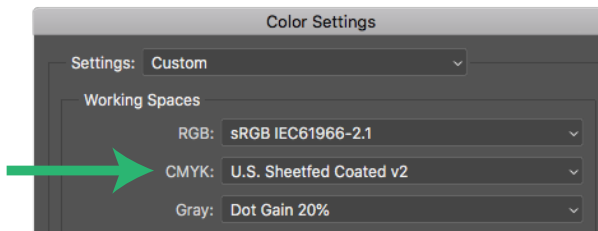
Packaging Dies

- Create art to fit digital die file provided by Utah PaperBox.
- The die must be on its own layer.
- Do not alter die layout.

Bleeds

- Extend bleeds at least 1/8" past all outside cuts and scores.

- Extend bleeds at least 1/8" past scores and folds bordering dust and tuck flaps which are hidden when the package is set up. See following page for an example.
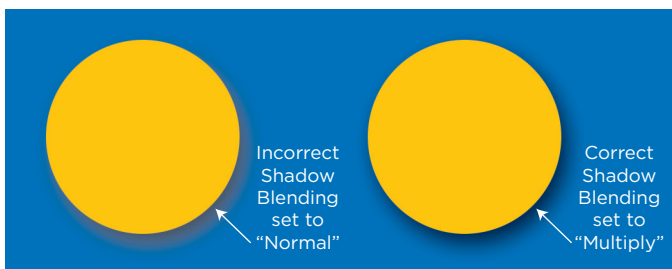
Images/Links

- Image resolution should be at least 300 ppi.

- Size linked images and elements as close to 100% of final output as possible.

- Convert all linked images to CMYK color mode.
(Use "U.S. Sheetfed Coated v2" under CMYK in the Photoshop Color Settings.)

Glows/Drop Shadows

- Glows and shadows should be set to the appropriate overprint setting so they blend correctly with background colors. Typically, light colors should be set to "Screen" and darker ones set to "Multiply" in the Transparency settings. Shadows which appear black should be composed of black ink only, with no support colors. See example of proper settings:

Incorrect Shadow Blending set to "Normal"

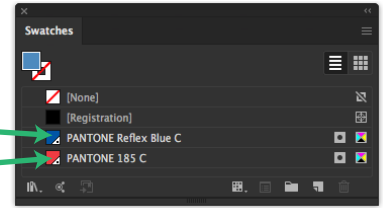Correct Shadow Blending set to "Multiply"

In some instances, drop shadows created in Photoshop, then imported into Illustrator or InDesign, may need to be separated into their own links to allow proper overprinting.

Spot Colors/Separations

- Set all CMYK support black elements to the following values: Cyan - 50%, Magenta - 40%, Yellow - 40%, Black - 100%

- Make sure all spot color elements are assigned to a specific spot color swatch in the Swatches palette:

NOTE: Staring in January 2023 - Type 1 Fonts will no longer be supported by Adobe Creative Cloud Applications. Please replace any Type 1 Fonts in your artwork with Opentype or TrueType fonts.

PDF files, Adobe Illustrator and Indesign files are acceptable file formats for digital art.
Adobe Illustrator is recommended for packaging design.
Below are the specific guidelines for submitting each format:

PDF Guidelines
- Save/Export to PDF using the "Press Quality" preset in the PDF Export options dialog.
(When using Illustrator, a PDF can be created using "Save As" while using the "Illustrator Default" preset. Make sure the "Preserve Illustrator Editing Capabilities" check box is checked.)

- PDF files are only as good as the original art files creating them. Please refer to the requirements for the following formats for proper file preparation.

Adobe Illustrator Guidelines
Refer to "General Layout & Design Guidelines" for properly preparing art for printing.

- Convert all fonts to outlines, or include all font files with art. (For Windows users, ALWAYS convert fonts to outlines.)

- Include all linked images with art.

- Verify overprints with "Overprint Preview" mode.

- Document color mode set to CMYK

Adobe InDesign Guidelines
Refer to "General Layout & Design Guidelines" for properly preparing art for printing.

- Include all linked images and fonts with art.

- Verify overprints with "Overprint Preview" mode.

Video: 10 Tips for your Packaging Design

Use the web link below or scan this code with your smartphone for a video on submitting your digital art files.

Link: https://youtu.be/_e8FnDDfAOI

UPB

Sample Layout for Digital Art

For instructions on setting up special effects in your digital artwork, such as **Spot Coatings, Cold Foil, Hot Foil Stamping and Embossing/De-bossing,** you can view or download the PDF - **"Digital Art Special Effects for Printing"** from the Utah PaperBox website at: https://www.upbslc.com/sending-art

1/8"

1/8"

1/8"

1/8"

1/8"

1/8"

1/8"

DUST FLAP

DUST FLAP

USE 45° ANGLES WHERE LID AND DUST FLAP BLEEDS MEET.
(AT ALL FOUR INTERSECTIONS)

GLUE FLAP

ON ALL GLUE FLAPS BLEED SHOULD EXTEND 1/8" BEYOND THE FOLD

SAMPLE DIE ONLY

DUST FLAP

DUST FLAP