willowpack

Artwork Preparation Checklist

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File Settings

- ☐ File is in PDF format
- ☐ There is only one artwork per PDF (no multiple artworks in one file)
- ☐ Hidden layers are deleted
- ☐ Files are submitted with proper orientation (facing the right way)
- ☐ **[Custom order only]** The naming of each file matches the PO being sent

Size

- ☐ Artwork's size matches the size of the order + bleed*
- ☐ Artwork contains bleed of at least 0.0625 inches around all edges

Bleed is when the artwork extends outside of the trim line, acting like a safety margin in case there is a little bit of shifting during the trimming process

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Color

- [ ] All artwork is in CMYK mode (no RGB/PMS). However PMS is allowed for dielines or white ink areas (see "Special Printing" section below)
- [ ] Black **text** should have the following CMYK values: C0, M0, Y0, K100
- [ ] If you select the "Black Only" option for your order, your artwork should contain K only (not CMYK or RGB) with the exception of any dielines or white ink areas

Design Elements and Text

- [ ] Recommended: No borders along the edge of your design
- [ ] Recommended: Vector-only design elements and text
- [ ] If non-vector images are used, they are at least over 300DPI (no low resolution images)
- [ ] All text is outlined (not embedded), meaning it is vectorized
- [ ] File does not contain linked images, form fields, comments, or annotations

Special Printing (Optional)

Custom Shape

- ☐ Indicate the custom shape using a single stroke outline
- ☐ The outline is set to a separate spot colored named "Dieline"
- ☐ The outline is on its own layer
- ☐ The outline is set to Overprint

Please refer to the Dieline Setup Guide for more information.

White Ink

- ☐ Indicate the area where the white ink is to be applied on the top most layer of your artwork
- ☐ This area is filled with a separate spot color named "White_Ink"
- ☐ The White_Ink area is set to overprint
- ☐ If you do not want anything to print on top of the White_Ink area, set it to Knockout
- ☐ Do not supply separate files for CMYK and White Ink

Please refer to the White Ink Setup Guide for more information.

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Thank you for choosing Willowpack.
We look forward to creating your
custom packaging.