willowpack

Artwork Requirements

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Required Format

Please ensure that your file is set up for print. All files need to be in PDF format. Please ensure all artwork is separate and that there is only **one artwork per PDF**. Please do not combine multiple artwork into separate pages or one PDF.

Naming Convention

For custom orders, please ensure that the naming convention of each file matches the PO being sent. This is so that we can identify all the variations and determine which artwork relates to the item in your order, reducing confusion during the file checking process.

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Artwork Size

Please check your artwork **trim size**, making sure that your design's trim size is accurate to the order being placed. Inconsistency in trim size may result in your files being rejected or result in up-charges. It's best to have trim marks on your artwork so that the trim size is easier to identify.

Design

For the best print result, we highly recommend that designs are outputted from a design software like Illustrator with vector design elements and text. We do not recommend designs that contain low resolution raster images, as they may not print well due to pixelation. If you do use raster images or photos, please ensure that these images are high resolution and at least **over 300DPI**.

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Bleed

Please ensure that the artwork contains bleed of **at least 0.125" all around**. Not adding bleed may cause undesirable results. Please Also make sure that when exporting artwork you are converting all you design to CMYK (even pantone/spot colors, RGB is not accepted).

Colors

By default, Willowpack will print in CMYK. If your artwork requires Pantone colors, a sample is required first so that we can run test prints first to determine if a color match is possible. If you are in need of Pantone colors, please let our team know and coordinate a sample, test print, and a print proof before we send the order into production.

Custom Shapes

When creating a custom shape, please indicate the custom shape in the artwork PDF as a stroke outline. If possible, please name this stroke "Dieline" and set is as a spot color.** If you need assistance in creating dielines, please review the following PDF guide. It is important to note that not all dielines can be created, as some custom shapes may require us to create a custom die***. If this is the case, you may be charged a 1 time die cost fee. Once that shape die is created, any variations or future orders that use that die will not incur a die cost fee. Our team can advise you if a die is required or not.

**Dieline: A "dieline" is a template or outline in the artwork document that shows where the order will be cut or folded. It's like a guide for where the cutting or folding should happen.

***Die: A "die" is a tool used to cut orders into specific shapes and sizes.

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White Ink

When creating artwork for white ink, please indicate the area where the white ink is to be applied by creating a fill shape of the required area and setting the fill background color to a spot color named "White_Ink". Please ensure that this fill shape is set to the top most layer of your artwork, and that the element is set to Overprint Fill. If you need assistance in creating white ink fills, please review the following PDF guide.

What Comes Next?

Upon receiving your order and artwork, we'll cross-check both to ensure consistency. Should any discrepancies arise, we'll promptly reach out to resolve any differences, ensuring that the artwork aligns with the order's specifications.

Once verified, we'll send you an online digital proof to review. After your approval, we'll send your order to production. We will then inform you when you order is shipped or ready for pickup.

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