

## OFFLINE TEMPLATES FOR EXPERIENCED ARTISTS USING ADOBE ILLUSTRATOR

## 1. Download

Download templates based on the box style chosen. (Photoshop templates available upon request) Please read all instructions and tips below to ensure your art files render and print properly. If these directions are not followed, this can result in an unwanted outcome and/or a delay in production time. ***\*\*By submitting your artwork, you assume full responsibility for the content and layout in the file and understand the color will print digitally in CMYK, not the RGB displayed on your screen.\*\****

### Acceptable Final Saved Image Formats

Final templates for upload: .pdf and .ai files are preferred (CMYK mode)

When saving as an .ai format and not as a pdf Direction/Dieline/Mask layers need to be deleted.

Individual images uploaded: .jpg, .png, .pdf, .ai, .eps, .psd (flattened) (CMYK mode)

### Important For Proper Placement

Please do not rotate or manipulate the size of the master offline templates. If the document size is rotated or changed in size please place back to the original position on the original master template. This will help with the proper placement and fit when uploaded and placed onto the editor template. Note: there will be a simple design fee if we have to fit the art back onto our template.



## 2. Follow these steps

**CHOOSE BOX STYLE AND SIZE** > Choose a design template from the pratt.com site available in ai or pdf to download.

**OPEN PDF** > in Illustrator CC > View Layers

**DIRECTION** > Follow directional arrows for proper placement of panels. (Arrows point to top of box.)

**TEXT AND ART PLACEMENT** > Inset all inside the cut/crease area at least .125" to avoid cut off.

**MASK** > Bleed should extend past the gray mask or to the bleed edge of artboard. Editor mask covers non-print areas.

**OPTIONAL BOTTOM** > OFF/ON white fill option.

**KEEP ON** > !!KEEP!! frame helps define the correct fit/dimensions with bleed for the editor placement.

**DESIGN HERE** > Design artwork to be printed on this layer.

**FILL OVERALL** > For overall fill color, this is the exact size for flood color with necessary bleed. Select 'background' and fill with a solid color or a pattern fill.

## 3. Save your file

**Turn Off All** > Layers off > Directions, Dieline, Mask (Bottom Optional on/off)

**Embed all Links** > Window > Links > Embed Image(s)

**Outline all Text** > Select Text > Type > Create Outlines (save an original .ai file for possible edits)

**Convert all Colors to CMYK** (see pg 2 for more details)

**File > Save As > Adobe PDF Preset [High Quality Print]\***

**Marks and Bleeds** > Only check: "Use Document Bleed Settings"

*\*For files over 30 mb > General > Uncheck "Preserve Illustrator Editing Capabilities" Keep backup layered .ai file (see pg 2)*

## Design recommendations

### Transparency Effects

If using special transparency effects such as 'multiply', 'overlay' effects, or gradients it is recommended to rasterize the final PDF in photoshop. Open in Photoshop and flatten the layer>Save as>Photoshop PDF or a JPG.

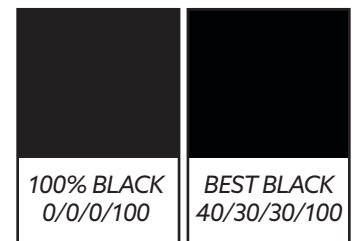
### Text and Line Art Size

**Recommended text size is 10pt** (about 1/8" tall) or larger for high-quality print results. If the font is too small or too thin, the words may appear fuzzy on the final print due to the "bleeding" that occurs when printing on natural material like corrugated cardboard. When using a small text size, a thin font, or light colored text on a darker background, we recommend **emboldening with a "stroke" of at least .25pt to 1pt**. This also applies to fine lines with the same thin point size.

### Black Print, Text, and Fill

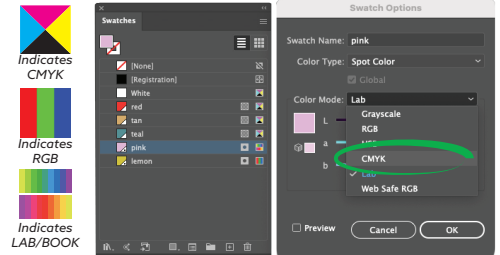
**Black text color:** Recommend 100% black-only (C0/M0/Y0/K100) or in gray scale to prevent possible registration issues (see named swatch option in swatch palette). Larger fill areas or backgrounds: Recommend a 'Best Black' formula of C40/M30/Y30/K100 (see named swatch option in swatch palette).

**Two tone black designs:** Please be sure the black fills are not close in cmyk color when designing black on black design trying to achieve a lighter color gray on a rich black background or vice versa, Choose "best black" swatch for the solid fill and a percent of black only for the lighter black. (If too close in color the blacks will all appear solid. Printed proofs are highly recommended.



### Convert All Colors to CMYK

**Window> Swatches** Double click the color icon in swatch palette> Color Mode: set as CMYK (any colors left as RGB, spot cmyk or lab/book may vary in expected color results). Color Type: PROCESS



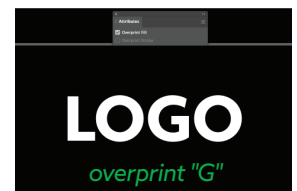
### Remove Overprint Settings

Overprint is when one color object overlaps another and is normally only used for special effects within a design. This setting will void and not print. Be sure to uncheck all overprint settings. Select all objects > Window > Attributes > Turn off (Uncheck) the Overprint Fill and Overprint Stroke boxes.

### Preparing Images for Your Artwork

Using high-quality images is important for clear and crisp prints. Recommend uploading images at 300 dpi. DPI is the number of pixels/dots per inch measured in a photo. Zoom in at 100%-200% to check. If image(s) look blurry or pixelated on screen, they likely won't print well. (Note: most photos from the internet are in 72 DPI, they usually print blurry.) Vector artwork is preferred when possible. Vector art can be scaled infinitely without any loss of quality. Common vector formats are .ai, .eps, .pdf - **All image links should be in CMYK.**

Recommend images are sized to actual dimensions of the printed image. Add bleed if needed. Example 1: An 8x6x3 Display Mailer filling the top panel image should be sized to 8x6. Example 2: If a logo should print 3"x3" then the size image should be no smaller than 3"x3". If small images are stretched to a larger size then the DPI will loose quality and if a large size image has a lower DPI but is sized smaller when placed, the DPI will gain quality and may be an acceptable print quality.



### Downsizing Large Size PDF's

Recommend final file size PDF's be under 15mb-30mb. These steps below reduce the final pdf size and will not effect the quality. Zoom in 100%-200% on the final saved PDF to check. This helps the final file be manageable for email & uploads. (Keep your own PDF/ai version with this checked ON for possible future edits and layers.)

**How To:** Save As > Adobe PDF Preset [High Quality Print] > Marks and Bleeds > Check on "Use Document Bleed Settings" > General > Uncheck "Preserve Illustrator Editing Capabilities." Zoom in 100%-200% to check.

