



ASSET CREATION

Preferred Software and File Formats: Adobe Illustrator (.ai), Adobe InDesign (.indd), Adobe Photoshop (.psd)

Art Layers: Please use the die template supplied by your sales representative. The layer titled “Die Template” should be on a separate layer than your artwork and be the top layer.

Specialty Finishes: If a layer requires a special finish, please use one of the following options to name the corresponding layer: Foil, Emboss, Deboss, Spot AQ, Spot UV, Varnish, or White.

CMYK and Pantone Colors: Documents should be in CMYK color mode with Pantones set as Spot colors. Please do not rename the color swatches when using Pantone colors. The Adobe Suite indicates whether a swatch is Process Color or Spot Color using icons to the right of each swatch.

Profile: GRACoL 2006 Coated

Resolution: 300dpi

Bleed: We require a 1/8” bleed. This ensures your artwork will cover the entire package, as there can be slight variations in the machine’s die cut.



ASSET DELIVERY

Packaging Files: This is the first step of preparing to submit your assets. Submitted assets should include all necessary fonts and linked files. To do this in Adobe Illustrator or InDesign, from the main menu select File > Package. This will collect all the necessary assets into a single folder. Assets should be compressed into a ZIP archive prior to upload.

Physical Folded Mockups: This is a great way to visualize and test your design. Contact your sales representative if you would like us to create a mockup for you. Depending on the size, you may also be able to print and assemble a mockup using your printer.

Sending Files: Artwork files can be submitted through our FTP, or a file transfer service like Dropbox, Hightail, or WeTransfer.



Connecting to the Professional Image FTP Server

- In your web browser, visit <http://file.pi-pkg.com:8080>
- Enter the username and password supplied by your sales representative.
- Your files should be in a compressed (ZIP) folder.
- Once the upload is complete, notify your sales representative.