



DESIGN GUIDELINES

BESPOKE PRINTED BOXES

DESIGN GUIDELINES

1. PRINT READY INFORMATION
2. CREATING A NET
 - 2.1 BASIC NET
 - 2.2 ADDING ARTWORK
 - 2.3 ADDING DETAILS
3. MATERIAL & FINISHES

1. PRINTREADY

All we need from you is a vector logo, and our design team will do the rest. Alternatively follow these guidelines and send us your PDF or AI artwork.

PANTONE

Four or less colours Coated, Uncoated, Metallic and Flourescent

CMYK

Five or more colours

Mix

Adding spot colours to CMYK
Adding Coated, Uncoated, Metallic and Flourescent.

RGB

Cannot be used for printing.
Please convert to CMYK before sending

VECTORS

Suitable for Logos, Designs & Artwork
Outlined Text

.PDF .AI .EPS

IMAGES

Suitable for Photo Prints
Only If: 300+ dpi, CMYK format,
Image larger than intended print size

.BMP .JPG .TIFF .PSD

INK COVERAGE

Inverting colour for reduce ink coverage schemes can be a cost effective choice

For example:
100% coverage 30% coverage



GRADIENTS

Uses ink percentages to fade out a colour.
Proof recommended to guarantee results.

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Proof recommended to guarantee results.



2. CREATING A NET

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2.1 BASICNET



Step 1 - Download a blank proof from our website.

<http://www.packagingheaven.co.uk/design-guidelines/>



Step 4 - Add your box seal to your net, checking the placement, width and type. E.g. two magents 100mm apart, 15mm from the bottom.



Step 2 - In Illustrator, use the Rectangle Tool (M) to accurately draw the basic shape of your box: all faces + folded flaps. (see examples)

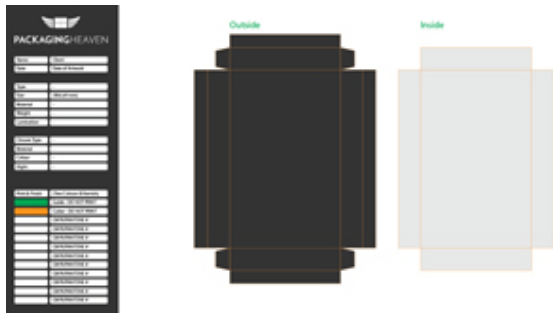


Step 5 - Optional: If you want inside printing you need to include these. Duplicate your net and label clearly. Continue with design steps with the outside and inside nets.

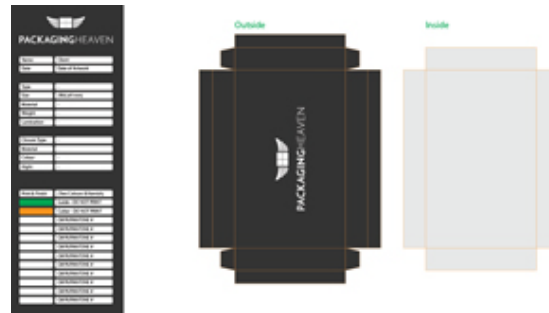


Step 3 - Most boxes will need a top, bottom and four side faces. The folding flaps will depend on the size of your box, and the style you're after. See our examples later on. Dashed lines are good to indicate fold lines.

2.2 ADDING ARTWORK



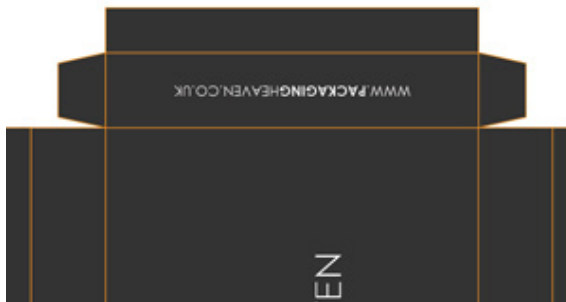
Step 6 - Add the base colours to your box using either the Pantone Colour Books (Window > Swatch Libraries > Colour Books > Pantone Coated/Uncoated) or the CMYK colour sliders, remember don't use RGB for your designs.



Step 7 - Add your vector logo or design and position it on your box. Bear in mind colour count as price increases with each colour added.

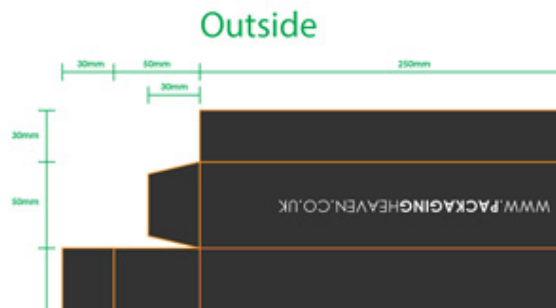


Step 8 - Add any text you'd like in your design. When finished, Outline your text so it can be opened even if we don't have your font available.



Step 9 - Any Designs on side flaps should be positioned carefully as some may appear upsidedown.

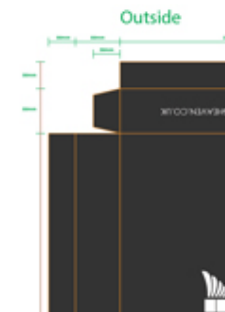
2.3 ADDING DETAILS



Step 10 - Add size annotations to your box (width, depth, height + flap sizes. Try to also add fold dimensions and logo spacing measurements.

A form for adding details to the box design. The form is titled 'PACKAGINGHEAVEN' and includes a logo. The form fields are:

Name	Client
Date	Date of artwork
Type	-
Size	(WxLxH) mm
Material	-
Weight	-
Lamination	-
Closeup type	-
Material	-
Colour	-



Step 11 - Fill in all known details, including colour pantones, CMYK nos. etc. If there's anything you're unsure about, leave blank and you can discuss it with a Customer Account Manager.



3. MATERIAL & FINISHES

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Bag Type	Material Choice	Available Finishes	Additional Features
Two Piece	Rigid Card Corrugated Card Luxury Paper Board Recycled Paper Board Food Grade Card Textured Papers Ribbed Paper HDPE Plastic	Embossing Pantone Printing Metalic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish Paper Coating	Ribbon Seal Acetate Window Cut Out Window Hinge Lid Insert
Magnetic Seal	Rigid Card Food Grade Card Textured Papers Ribbed Paper	Embossing Pantone Printing Metalic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish Paper Coating	Ribbon Seal Acetate Window Cut Out Window Hinge Lid Insert
Ribbon Seal	Rigid Card Paper Board Recycled Paper Board Food Grade Card Textured Papers Ribbed Paper	Embossing Pantone Printing Metalic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish Paper Coating	Satin Ribbon Grossgrain Ribbon Insert
Crash Lock	Corrugated Card Paper Board Recycled Paper Board Food Grade Card Textured Papers Ribbed Paper HDPE Plastic	Embossing Pantone Printing Metalic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish Paper Coating	Ribbon Seal Acetate Window Cut Out Window Hinge Lid Insert Folding Tabs
Crash Lock	Corrugated Card Paper Board Recycled Paper Board Food Grade Card Textured Papers Ribbed Paper HDPE Plastic	Embossing Pantone Printing Metalic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish Paper Coating	Ribbon Seal Acetate Window Cut Out Window Hinge Lid Insert Folding Tabs