



DIGITAL ART REQUIREMENTS

PRINTPACK DIGITAL ART REQUIREMENTS (UPDATED DECEMBER 2020)

File Format

- Files should be submitted in Adobe Illustrator format.
- Pantone colors are to be clearly defined.
- For jobs printed on clear substrate, with a window, or on foil with a foil reveal you will need a white overprint layer in the illustrator file. This layer must be the top layer, set to overprint or darken.
- The swatch color for white must be a spot color and be called HPI-White.
- Placed images (ct's) should be linked to the illustrator file.
- Images should be CMYK psd's or CMYK EPS files and at least 300dpi resolution.
- Two files should be submitted. One file with live text and a duplicate file with outlined text. **A FILE WITH OUTLINED TEXT IS A MUST.**
- Zip the Illustrator file and all support files together. Name the zip file with the following format – CUSTOMER NAME_short description.zip (ex. SHORTY'S PIZZA_3 oz cheese_sauce_promo.zip).
- **Contact Printpack Digital Graphics Coordinator for instructions on uploading files.**

Colors

- All colors, including spot colors, are converted to process builds in pre-press.
- If there are any special match colors (not pantone callouts) that are requested by the customer, then a sample of that color will need to be supplied for matching.
- Consult with a Printpack representative for specific color match requirements.

Variable Data

- Variable data should be submitted in an excel document with headers clearly defined across row 1 with the variable information in the rows under each header.
- A database .csv file can also be submitted.
- Data from other database programs can be used if the file can be converted into a .csv file.

Colors

Virtual press proofs are available.