# Packaging

## FILE PREP GUIDELINES

*Please follow the beloew guidelines when creating files for your straight tuck or reverse tuck folded carton packaging. Southeastern also offers design, engineering and file prep assistance.*

### DIELINES – START HERE

Southeastern Printing can work with approved dielines clients may already have or provide dieline templates that can be shared with your designer on request based on your product needs.

### FILE FORMAT REQUIREMENTS

We will need a vector layered file in CMYK (not RGB) submitted as Adobe Illustrator (.ai or .eps) or as a PDF with images embedded and fonts outlined. Artwork should be on its own layer, cut and fold lines should be on their own layer, foils should be on their own layer, and coatings such as varnish or spot UV should be on their own layer. Designs with color that ends at the trim dieline should continue .125" past (needs to bleed).

### COLOR OPTIONS

All colors should be CMYK, unless Pantone colors are desired. Please make sure Pantone colors are saved as spot colors if that is how the project should print. All colors not used in the document should be removed from the color palette.

### IMAGE REQUIREMENTS

Typically box designs are vector, but images are used also in a layout sometimes. Images should be CMYK and have a resolution of 300 dpi.

### THINGS TO CORRECT BEFORE SUBMITTING ART

RGB or 4 color black text / barcodes. RGB document mode. Files with art not embedded. Fonts used in a design but not supplied to Southeastern.

### DIGITAL VS. OFFSET PRINTING

Which type is right for you? Things to consider: What is the quantity you need? Will Pantone colors be involved? Does your project foil stamping or have coatings? These answers will help you determine the right printing method.