

More Information on Formatting Artwork

Color



CUSTOM CANNABIS PACKAGING

CANNAZIPBAGS.COM

716-400-7005

Printing Black Artwork on Pouches

- We recommend any areas in your artwork that are black be 100% black. Not “rich black” or “registration black”.

Selecting Colors for Your Artwork

- When matching a Pantone color, please refer to the Pantone Swatchbook in Illustrator. Choose a color from the CMYK column. This is the most accurate representation of the color we can print.

Color Matching

- To maintain our extremely fast turnaround time, we are unable to color match and cannot accommodate press checks.
- If you require a press proof to evaluate color, we suggest you order a single pouch from our website to check the color in-hand.

Color Mode

- Make sure your file is set up in CMYK color mode. If your file is in RGB mode, we suggest you convert the file to CMYK.
- If your file is not in CMYK color mode, our pre-press software will automatically convert your file. This may have varying results and could result in substantial color variations.
- If you are using Canva, you are only able to change the color mode if you have the paid version.

Using Light Colors in Your Artwork

- When using light colors in your artwork, we recommend ink coverage of 20% or more to ensure visibility.
- For example, to print a light grey color on your pouch, we recommend creating an ink swatch that is at least 20% black. If the ink coverage is less than 20%, it may be very subtle or not show up when printed.
- Objects on the screen may appear darker than what will print.

Creating Background Patterns in Your Artwork

- Some imagery may not be visible when printed if placed on a background with a similar color.
- If you are creating a subtle pattern in a background color, the color difference should be at least 20% to ensure visibility.
- For a black-on-black pattern, if the background is 100% black, the pattern can be a maximum of 80% black to remain visible.
- The contrast between colors may appear higher on screen than when printed.



Template Guide

Templates for Artwork

- Download the die line template from our [website](#) for the pouch size you are ordering. You can set up your artwork to our specifications on this template. NOTE: do not modify the size or the orientation of the template. If modified, your artwork may be rejected and delay your order.

Safe Area

- Make sure to keep all important text inside the SAFE AREA of your pouch. This ensures that important text or artwork is not trimmed off or too close to the edge of the pouch.

Tear Notch

- Located towards the top of the pouch, tear notches are used to tear open a sealed pouch. (See template for location)

Zipper

- A resealable zipper allows for reclosure if your pouch is not a single use package. (See template for location)

Hang Hole

- Hang holes can allow your pouch to hang on product displays. We offer 2 styles: round or euro/sombrero. (See template for location)

Cut Tolerance

- To account for our cut tolerance, please make sure the artwork on the left and right edges of your pouch matches. If it doesn't match, there is a possibility that a small portion of the artwork could move to the other side of the pouch.

File Formatting

Convert All Text to Outlines

- This eliminates the need for fonts. In Adobe Illustrator: SELECT > OBJECT > ALL TEXT OBJECTS then TYPE > CREATE OUTLINES

Embed All Image Files

- In Adobe Illustrator: WINDOW > LINKS > Click on the image > Choose "Embed Image(s)"

File Resolution 300dpi

- Make sure that images included in your artwork have a resolution of at least 300dpi.
- This helps ensure that your artwork will print crisp and clear. If there are any images with a resolution below 300dpi, your artwork may appear blurry or pixelated.

Printer's Marks & Unused Layers

- Before saving your final artwork file, remove all printer's marks from the file: crop marks, die lines, color bars, registration marks, etc.
- NOTE: If you see something on the final high-resolution PDF, it WILL print on the final product.
- Turn off or remove all unused layers in your art file. This will help keep your file size down and allow easier processing of your order.

Final File Type

- Please submit a high-resolution PDF file. (PDF/x-1a:2001). We CANNOT print from other file formats including .AI, .JPG, .JPEG, .PNG, etc.

Test Barcodes and QR Codes

- If your design includes QR codes or bar codes, please test them to ensure they work before placing your order. We don't test bar codes or QR codes - we will print whatever is on the artwork file.

Quality Control

Manufacturing Tolerances

- We work very hard to keep our tolerances as low as possible. However, there may be some variations in your pouches. While we try to keep manufacturing tolerances as low as possible, there may be variations in the pouches due to the imperfect nature of the manufacturing process.
- This means that when your pouch is trimmed or folded, there may be a variation of up to 0.125" in the location of the fold or trim.
- This is why we recommend all important information or text be inside the SAFE AREA.
- The .125" variation applies to the placement of the hang hole, zipper and tear notch in your pouch. (See template for more location information)

Proofs

Digital Proof Email

- Once your order is placed, you will receive an email from our team with your proof attached. Please carefully review your proof. You will have the option to accept or reject the proof.
- Please keep in mind that if the proof isn't rejected, your order will automatically move to production in 12 hours or less.

Need Help Formatting Your Artwork?

- If you need assistance with any aspect of your artwork, our in-house design team is here to help! Whether you need help formatting a finished file, need changes made, or even need a brand-new logo or artwork made, contact our design team at prepress@cannazipbags.com for more information.



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