MAGELLAN PROMOTIONS

TIPS FOR A GREAT BOX PRINT

For more experienced artists, offline design can provide more flexibility and customization. Follow the instructions below to ensure your art files renders properly.

A few things to note:

- If your art file is not prepared properly, we will put your order on hold until it is resolved. Please use this checklist to ensure it's done right the first time. Your production timeline starts when you have an approved art file.

- We do not provide PMS match color. Our machines are calibrated to SWOP standards, but no two digital printers are the same. If color matters, order a proof to ensure it meets your needs. Once you've read these instructions and identified the structure type and size you need, download the correct file.

How to Work with Templates

- Place all custom artwork on the "DESIGN ART HERE" layer.

- Feel free to turn on or off layers as needed for your design process. Leaving the "DO NOT Remove This Layer" layer and "!!KEEP!!" object keeps saved final art in exact position when the final artwork is uploaded onto the template.

- Check that all text is converted to outlines and make sure to provide any linked images.

- When ready to save, shut off all layers except:
  - DESIGN ART HERE
  - DO NOT Remove this Layer
  - Printable Area - Background

- Choose > File > Save As > "YourFileName_art.pdf"
  - Save Adobe PDF Preset settings as "High Quality Print"
  - Uncheck "Create Acrobat Layers from Top-level Layers"
  - Marks and Bleeds should be checked to "Use Document Bleed Settings"

WAIT! DID YOU?

- Set colors to CMYK
- Embed links
- Convert text to outlines
- Use photos at 300 dpi
- For the richest black, use C40, M30, Y30, K100
- Shut off Directions layer
- Shut off Dielines layer
- Shut off Mask layer
- Save Adobe PDF Preset as "High Quality Print"
- Use Document Bleed Settings (0.0625" on all sides)
- If your art is complex or uses pattern fills, select Object> Expand Fill and Paths
- Uncheck any Overprint settings