CMYK Digital Printing   Offset Printing   Flexographic Printing

Print & Artwork Guidelines

A guide to our three printing methods,
and how to achieve the best results.

NO MINIMUM ORDER
NO SET-UP COSTS

HIGHEST QUALITY

COST EFFECTIVE IN VOLUME

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CMYK Digital Printing

Offset Printing

Flexographic Printing

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Contents

This document will provide an overview of all three print methods, including the artwork guidelines for each of them.

CMYK Digital Printing

Quantity range	1–2000 units
Set-up costs?	No
Lead times	Est. 8 days*

● Used for online orders

→ What is CMYK Digital Printing?

Digital printing is the process of printing digital-based images directly onto the cardboard surface, using a CMYK colour model. With a high-quality finish, short turnaround time and no set-up fees, it is the most popular choice for the majority of customers. CMYK stands for the four primary colours used for Digital Printing – Cyan, Magenta, Yellow and Key (Black).

C M Y K

*Lead times are based on estimates only.

→ Benefits of CMYK Digital Printing

- No minimum order quantity
- No set-up costs
- High quality finish
- Waste-preventative
- Fast turn-around time

How to check if your document is set up in CMYK:

Ps Photoshop: *Properties > Mode > CMYK*
Ai Illustrator: *File > Document Colour Mode > CMYK*

Digital Printing Guidelines

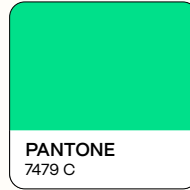Please make sure your design meets our printing requirements.

👋 Feel free to use this as a checklist for your artwork!

Text

Keep text to a min. of 12pt or higher for best results. We recommend fonts with thin strokes to be higher than 14pt.
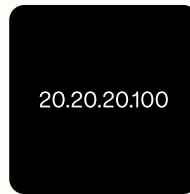
Pantone colours

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Please set all Pantone colours to the nearest CMYK equivalent to accommodate for digital production.

Full-colour print

Your design can use any CMYK colour, all without affecting the total cost! The bolder your colours, the better the results.
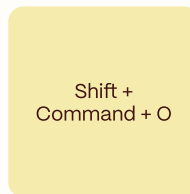
Black settings

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Please set all rich black elements to CMYK: 20% 20% 20% 100%. We suggest printing black designs in matte and on white stock.
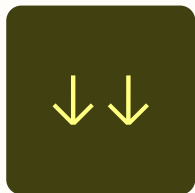
Graphics

We prefer vector over raster graphics where possible. Use photography at 300dpi or higher.

Convert text to outlines

Shift + Command + O

All text must be converted to outlines or have the font supplied with the artwork file (.otf or .ttf).

Embed all files

Please make sure that all images are embedded instead of being linked within your file.

Template

Do not change or re-size the lines of the template. Artwork with a modified template means your box will not function correctly.

Lines

Please ensure all lines used in your design are at least 0.5mm wide.

Important elements

Keep important elements of your design at least 5mm away from cut lines and side edges.

Kraft packaging*

Do not print white ink to Kraft surfaces, all white in your design will be left unprinted.

*Please get in touch if you want white ink on Kraft.
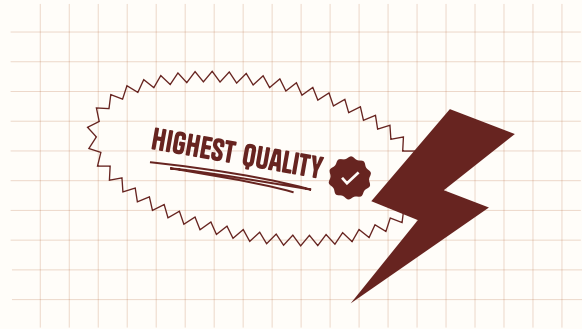
Australian-Made badge

A

Add our Eco badge to your design to show your commitment to sustainable and Australian-Made packaging!

Offset Printing

Also known as lithographic printing

Quantity range	2000+ units*
Set–up costs?	Yes
Lead times	Est. 2–3 weeks*

→ What is Offset Printing?

Lithographic (or 'offset') printing is a method ideal for printing photography, fine detail, gradients and vibrant colors. It produces a very high–quality print on paper with highly–detailed and smooth images, which is then mounted onto cardboard, giving it a seamless finish.

*Lead times are based on estimates only. Please contact our team for more info.

→ Benefits of Offset Printing

- Highly detailed, flat and sharp images
- High quality paper stock
- Can use any combination of CMYK or PMS colours, including metallic inks
- Solid PMS Pantone colour (a.k.a., it looks perfect)

Note: There may be a one–time set up cost for your first order, and then you only pay for the unit cost for future orders.

Offset Printing Guidelines

Please make sure your design meets our printing requirements.

👋 Feel free to use this as a checklist for your artwork!

Text

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Use a min. of 4pt for best results, or min. of 6pt for thin–stroke fonts. Reversed out fonts should be 2pt higher than the above.

Pantone colours

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We recommend to print in CMYK as Pantone incurs extra costs. Contact us for more info about Pantone colours and use.

Full–colour print

Your design can use any CMYK colour, all without affecting the total cost! The bolder your colours, the better the results.
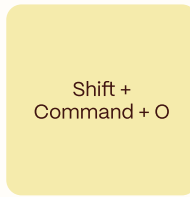
Black settings

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Please set all black elements to CMYK: 0% 0% 0% 100%. Darker colours can create a risk of cracking around creases.
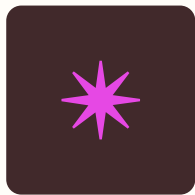
Graphics and files

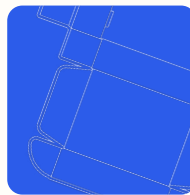Use vector over raster graphics where possible and photography at min. 300dpi. Please embed all images.

Convert text to outlines

Shift + Command + O

All text must be converted to outlines or have the font supplied with the artwork file (.otf or .ttf).

Special finishes

Other special finishes may be available at additional cost. Consult your representative for more information.

Template

Do not change or re-size the lines of the template. Artwork with a modified template means your box will not function correctly.

Lines

Please ensure all lines used in your design are at least 0.1mm wide.

Important elements

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Keep important elements of your design at least 5mm away from cut lines and side edges.

Kraft packaging

White can be printed onto Kraft — other light colours will appear washed out and muddy. Darker colours will appear better.
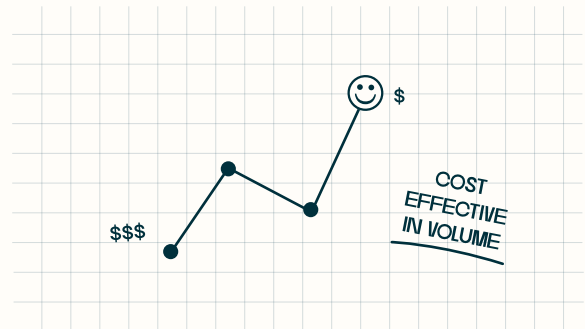
Australian–Made badge

A

Add our Eco badge to your design to show your commitment to sustainable and Australian–Made packaging!

Flexographic Printing

Quantity range	2000+ units*
Set-up costs?	Yes
Lead times	Est. 2–3 weeks*

⊕ What is Flexographic Printing?

'Flexo' is often the most budget–friendly option available in volume. It is best for printing designs that don't have small text, fine details, or photos. Some colour and coverage variation can occur between units in the same order. You can see the comparison between Digital Printing and Flexo Printing below.

*Lead times are based on estimates only. Please contact our team for more info.

⊕ Benefits of Flexographic Printing

- Highly affordable unit cost
- Biodegradable print method
- Uses water–based inks
- Pantone colour compatible

Note: There may be a one–time set up cost for your first order, and then you only pay for the unit cost for future orders.

Digital Printing

Flexographic Printing

Flexo Printing Guidelines

Please make sure your design meets our printing requirements.

👋 Feel free to use this as a checklist for your artwork!

Text

Use a min. of 12pt (min. 14pt for thin–stroke / serif fonts). Reversed out fonts should be 2pt higher than the above.
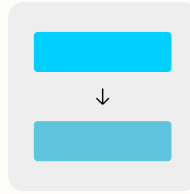
Pantone colours

Use Pantone colours if possible, as *PMS–xxxU*. See Flexo standard colour chart for a list of standard available colours.

Other colours available on request.

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Print colours

Max. 2 colours for best results (more colours are possible but may cause issues). Dark colours print best. Do not join/overlay colours.
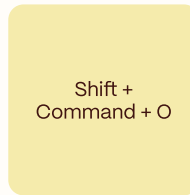
Variation in production

Colour may vary due to water–based inks. We recommend Pantone spot colours. Avoid designing over crease lines.

Graphics and files

All files must be provided in a vector format. Photography cannot be easily printed, so we strongly discourage its use.

Convert text to outlines

Shift + Command + O

All text must be converted to outlines or have the font supplied with the artwork file (.otf or .ttf).

Barcodes

Must be checked by the client / issuer. Must be in a dark colour and bars must be parallel to the flute direction.

40181 700982

Template

Do not change or re-size the lines of the template. Artwork with a modified template means your box will not function correctly.

Lines

Ensure all lines are at least 1mm wide. Reversed-out lines should be a minimum of 1.5mm.

Important elements

Keep min. 10mm away from cut lines / edges. Allow 3mm for print colour overlap and movement, and 7mm for cutting movement.

Kraft packaging

White can be printed onto kraft — other light colours will appear washed out and muddy. Darker colours will appear better.

Australian–Made badge

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👋 Need design help?

We've made it easy to connect with designers. Read our blog on how you can find a freelance designer.

Find your designer

For any other questions, feel free to reach out at **hello@inke.com.au**