

# Package Design that **Gets You** to Market **Faster**

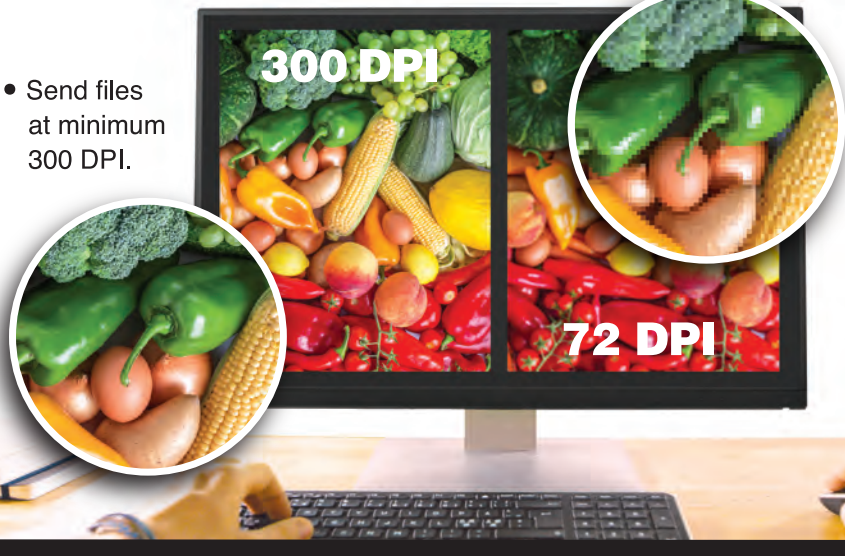
## **5** Crucial Tips for Creating Perfect Artwork

### #1. Always Design in **CMYK**



- Be sure to design in CMYK mode. Perfect for printed film.
- RGB mode is not ideal for printing. Requires its own light source.

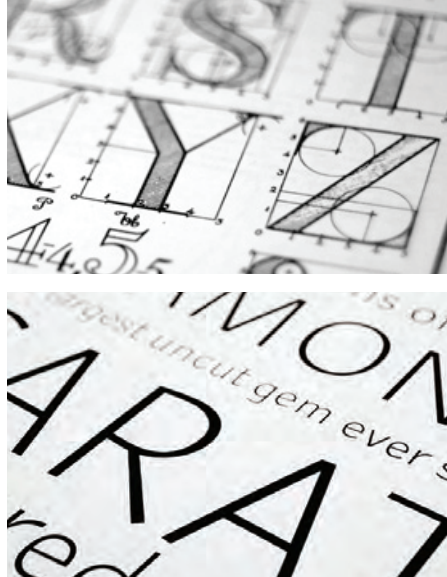
### #2. Maximize **DPI** for **Crisp, Clear** Images



- Send files at minimum 300 DPI.

- Do not send low-resolution images straight from the internet.

### #3. Optimize **Font** Sizes and **Colors**



- **Serif fonts** have short cross-lines at the end of each stroke – larger font sizes required.



- **Sans serif fonts** do not have cross-lines – smaller font sizes are OK.



#### Minimum Font Sizes We Recommend:

##### SERIF FONTS

8pt

MINIMUM 8 POINT ON A POSITIVE PRINT

MINIMUM 10 POINT ON A POSITIVE PRINT

10pt

##### SANS SERIF FONTS

6pt

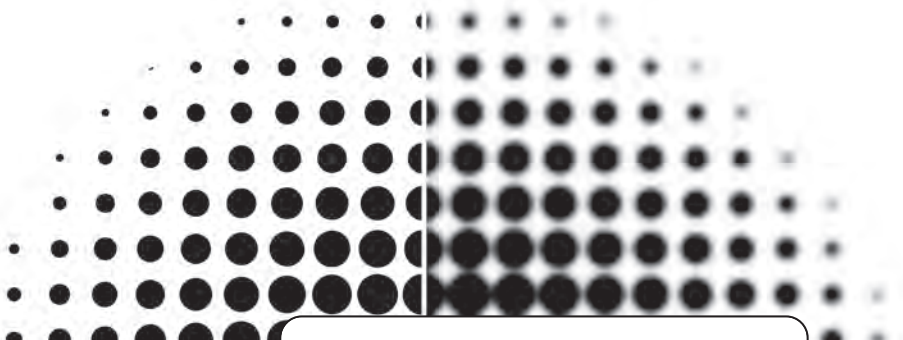
MINIMUM 6 POINT ON A POSITIVE PRINT

MINIMUM 8 POINT ON A POSITIVE PRINT

8pt

### #4. Manage **Dot Gain**

Improperly managed dot gain can make images look blurry.



- Confirm the dot gain percentage with your printer.
- Adjust for dot gain in the artwork design.



### #5. **Choose** the **Right** Printing Partner

The right printing partner can make all the difference. Be sure to choose the right one.



**Need help?** Our experts are here to support you through the process.