

GUIDELINES

What you need to know before you start designing

Preparing artwork for print

DIMENSIONS: To ensure excellent finished-product quality and prevent problems, the page size and dieline must remain unchanged. Any alteration to these elements may compromise cutting accuracy and the fidelity of the final result to the original artwork.

PANTONE® COLOURS: Convert all Pantone colours and spot colours in general to CMYK, except for technical colours.

RICH BLACK: For a uniform, deep black in large background areas or large graphic elements, use C=40%, M=40%, Y=40%, K=100%. This mix produces a dense, visually even black.

NEUTRAL GREYS: For a neutral grey scale without colour casts, use the black channel only, for example C=0%, M=0%, Y=0%, K=50%.

SAVING THE FILE: Include the HelloPack dieline in the file and keep its original colours to avoid interpretation errors. Save the file in CMYK as a PDF using the High Quality Print preset for the best result.

BLEED: To prevent unwanted white edges along cut lines, extend images and background colours beyond the cut boundary to the purple bleed line, named Bleed in the template. These elements must extend at least 3 mm beyond the magenta Cut line.

SAFE DISTANCES: Keep important graphic elements at least 3 mm away from cut and fold lines so they are protected and do not sit too close to these areas.

IDEAL IMAGE RESOLUTION: Make sure every image has a resolution of at least 300 ppi for optimum quality and well-defined print detail. Bitmap images should not exceed 600 ppi, to avoid oversized files and slower print processing.

LAYER ORGANISATION: Keep the dieline and artwork on separate layers. This makes changes easier and prevents unwanted overlaps during printing. Before sending the file, remove hidden layers and any elements that are not intended for final production.

STROKES: For optimum printing, lines in the artwork should be at least 0.3 pt (0.1 mm) thick.

OVERPRINT AND GRAPHIC EFFECTS: All dieline strokes must use 100% coverage with overprint enabled. For reliable output, avoid effects such as shadows, gradients and transparency, which may cause problems during conversion and production.

Preparing HelloPack premium finishes - Gold, Silver and Raised Varnish

GOLD AND SILVER FOIL: For gold or silver decoration, use spot colours named FoilPiatto and FoilRilievo, set to 100% coverage and overprint. Do not reproduce the embellished element in CMYK as well, to avoid misregistration.

RAISED VARNISH: For raised varnish effects, use the spot colour Scodix and apply the same overprint procedure to obtain well-defined raised details.

SAFE DISTANCE FOR SPECIAL FINISHES: Keep decorated areas at least 1 mm away from cut and fold lines.

OTHER POINTS TO CONSIDER: Do not apply embellishments to large areas: they must cover no more than 15% of the box surface. Embellished text must have strokes and spacing between characters greater than 0.35 mm. Keep Embellishment, Dieline and Artwork on three separate layers in that order.

General advice for perfect printing

TEXT: Text must be clearly legible and larger than 4 pt. Use K=100% only for black text, barcodes and black QR codes.

LINE THICKNESS: Use lines at least 0.425 pt (0.15 mm) thick to ensure they remain visible and well defined in the finished product.

Before making any change to the dieline, send the updated file to the technical support team at hello@hellopack.com so that we can assess feasibility and provide a tailored quotation.

If you have questions about artwork preparation or want greater confidence in the result, the HelloPack team is ready to help. Request a review of your project by emailing hello@hellopack.com.