evenpack

Design guidelines **for uploads**

Follow these and your logo prints sharp and clean. Our designers make every file print-ready at no extra cost.

In this guide: **1** Design guidelines · **2** Artwork checklist · **3–8** Where your design goes on each product

Dos →



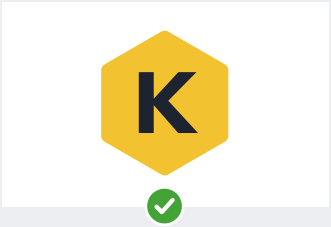
Large font

Bold text that reads at arm's length.



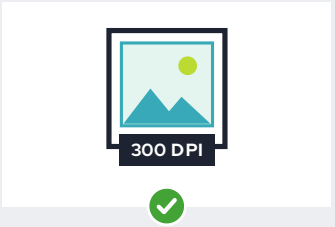
Logos and text

A clean logo with your name or website.



Solid colours

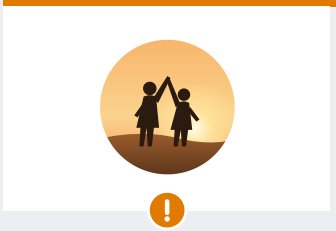
Flat, solid colours print crisp and even.



High resolution (300 DPI)

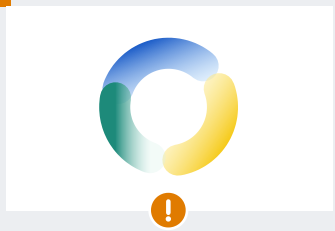
Images at 300 DPI or more, at print size.

Possible, with care →



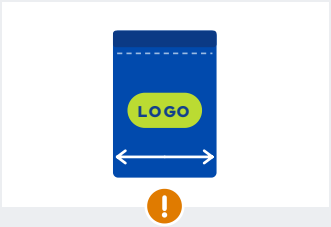
Human or scenic images

We can print photos, but not as sharp as logos and text.



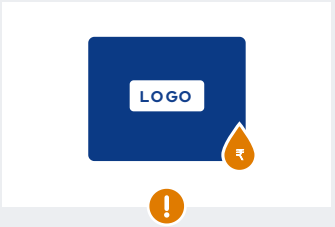
Gradient colours

We can print colour fades, but they blend less smoothly.



Edge-to-edge design

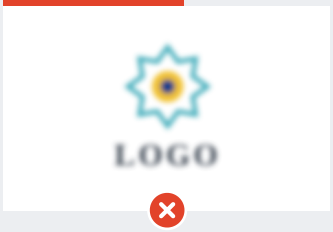
Possible on most products. Ask us first; not on envelopes.



Large solid backgrounds

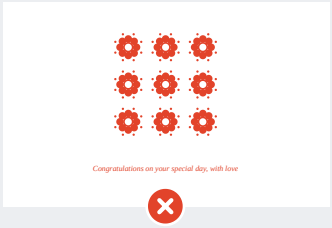
More ink, so a small extra charge may apply.

Don'ts →



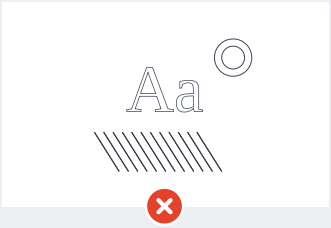
Blurred images

A blurry file prints blurry. Send the original.



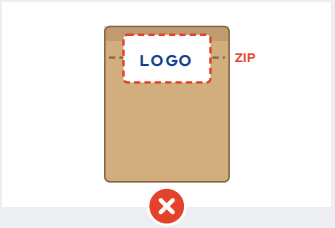
Small text & detailing

Tiny text and fine detail fill in or vanish.



Thin fonts & hairlines

Very thin strokes break up in print.



Artwork over seals & zips

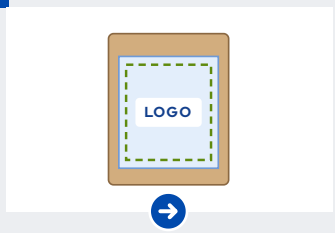
Keep inside the print area for each product.

Before you upload →



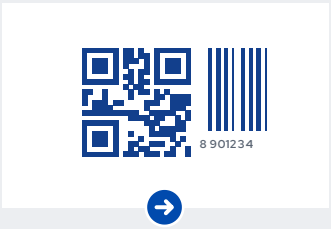
Any of 9 file types

PDF, AI, CDR, EPS, SVG, PSD, TIF, PNG or JPG.



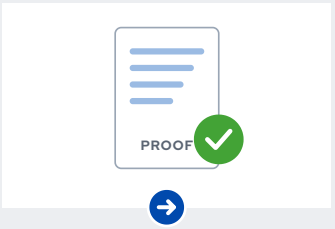
80–90% print coverage

Leave a margin inside each product's print area.



Send QR codes separately

QR codes and barcodes: we check they scan.



Approve your free proof

We place your design and send a proof first.

Upload on the product page: up to **2 files, 10 MB** each.

Edge to edge: possible on most products with our approval first. Not on envelopes.

Different front and back, or outside and inside? **Upload both**.

A big redesign or vectorising may carry a small **artwork fee**, agreed with you first.

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Artwork checklist: **before you upload**

Tick these off and your packaging prints cleanly first time. Our designers make every file print-ready at no extra cost.

YOUR FILE

- [ ] **Any of 9 file types**: PDF, AI, CDR, EPS, SVG, PSD, TIF, PNG or JPG. Vector files (PDF, AI, CDR, EPS, SVG) print sharpest.
- [ ] Images at **300 DPI** or more, colours set to **CMYK**.
- [ ] Up to **2 files, 10 MB** each. Different front and back, or outside and inside? Upload both together.

YOUR DESIGN

- [ ] **Large, bold text** and a clean logo. No thin fonts, hairlines, small text or fine detail, and nothing blurred.
- [ ] **Solid colours** print best. Photos of people or scenery, and gradients, are possible but print less sharply.
- [ ] The design covers **80–90%** of the printable area. **Edge to edge**? Possible on most products with our approval first, but not on envelopes.
- [ ] Inside each product's print area: **1.5 cm** from the edges and zip on pouches and V-bottom bags, and **1.5 in** on any one side of an envelope. Each print guide shows where.
- [ ] Courier bags and envelopes: space left for the **address or shipping label**.
- [ ] **QR codes and barcodes** sent as separate files, so we can check they scan.

COST AND APPROVAL

- [ ] Large solid backgrounds or heavy ink? A small **extra charge** may apply. We tell you before printing.
- [ ] Artwork needs redesign or vectorising? A small **artwork fee** may apply, always agreed with you first.
- [ ] **Read the proof**: every word, phone number, website and spelling. We print exactly what you approve.

PRINT OPTIONS BY PRODUCT

Paper bags, square-bottom and V-bottom bags, pouches, paper courier bags	**Plain · Front only · Front & back**
Most envelopes, rigid mailers, expandable mailers, bubble padded bags	**Plain · Front only**
Chemist envelopes	**Plain · Front only · Front & back**
Mailer boxes	**Plain · Outside only · Outside & inside**
Corrugated boxes (one side panel, or two)	**Plain · Single side · Both sides**
Pizza boxes	**Plain · Printed**

WHAT HAPPENS NEXT

1 · Upload
On the product page, with your order.

2 · We check
Free placement and artwork check.

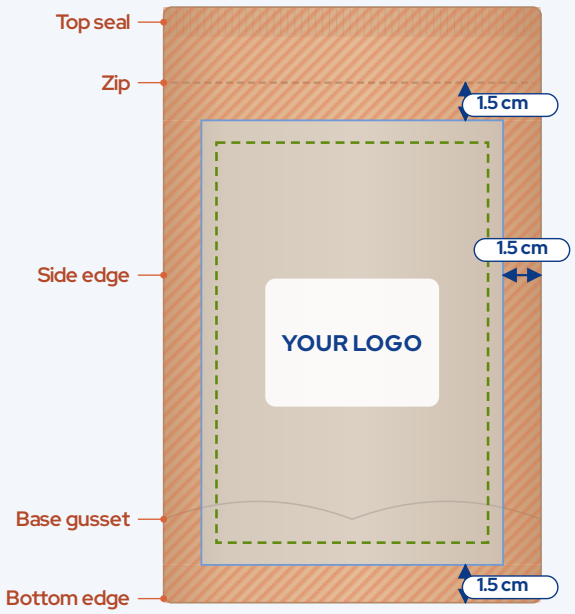
3 · You approve
A digital proof before anything prints.

4 · We print
Exactly what you approved.

Where your design goes differs by product: the print guides on the next pages show each one. Questions about your artwork? Message us on WhatsApp from any product page.

Printing on a **stand-up pouch**

Kraft, white kraft, window and zipper-free pouches.



1.5 cm clear of every edge and below the zip

KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: 1.5 cm from edges and zip

PRINT OPTIONS

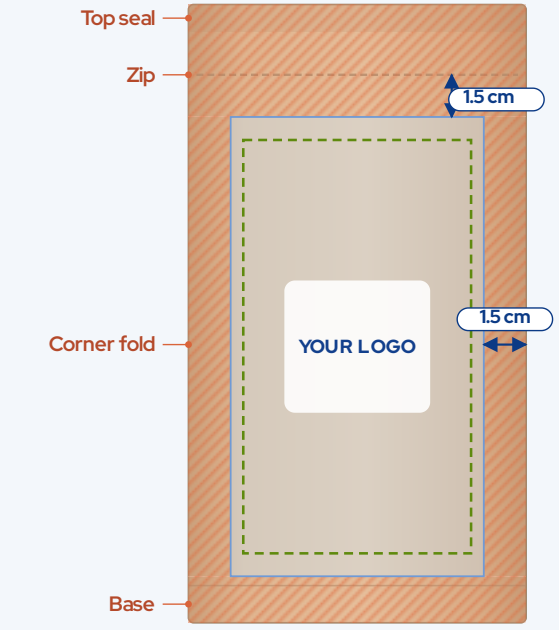
Plain | Front only | Front & back

TIPS

1. Keep **1.5 cm** clear of the side and **bottom edges**.
2. Keep **1.5 cm** clear below the zip.
3. On window pouches, keep artwork off the window.
4. Edge to edge? Possible, with our **approval first**.

Printing on a **flat-bottom pouch**

Stock flat-bottom pouches print on the front and back panels.



Front panel, printed down to the base

KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: 1.5 cm edges and zip

PRINT OPTIONS

Plain | Front only | Front & back

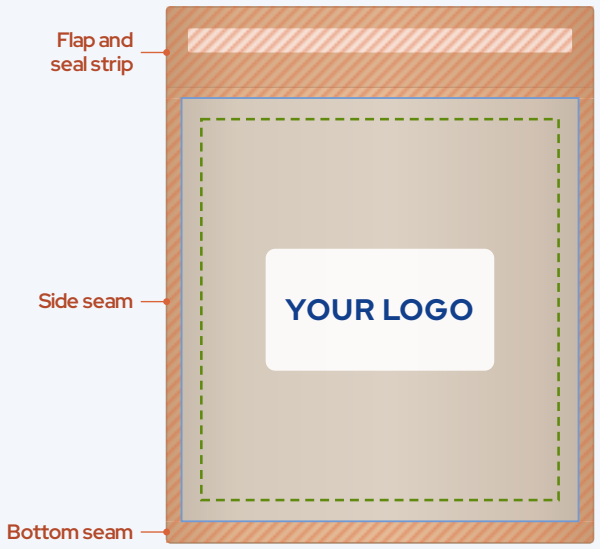
TIPS

1. Keep **1.5 cm** clear of the corner folds and below the zip.
2. Print right down to the **base**.
3. Different front and back? Upload both files.
4. Edge to edge? Possible, with our **approval first**.

Edge-to-edge printing is possible on most products with our approval first, but not on envelopes. Drawings are not to scale. We place your design and send a proof before printing.

Printing on a **courier bag**

Kraft and white paper courier bags, and bubble padded courier bags.



KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: seals, folds and flaps

PRINT OPTIONS

Plain | Front only | Front & back

TIPS

1. Keep the design off the flap and the self-seal strip.
2. Leave room for the shipping label, or print on the back.
3. Bubble padded bags print on the front only.
4. Different front and back? Upload both files.

Printing on a **paper bag with handles**

Twisted handle, flat handle and D-cut paper bags, in kraft or white.



KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: seals, folds and flaps

PRINT OPTIONS

Plain | Front only | Front & back

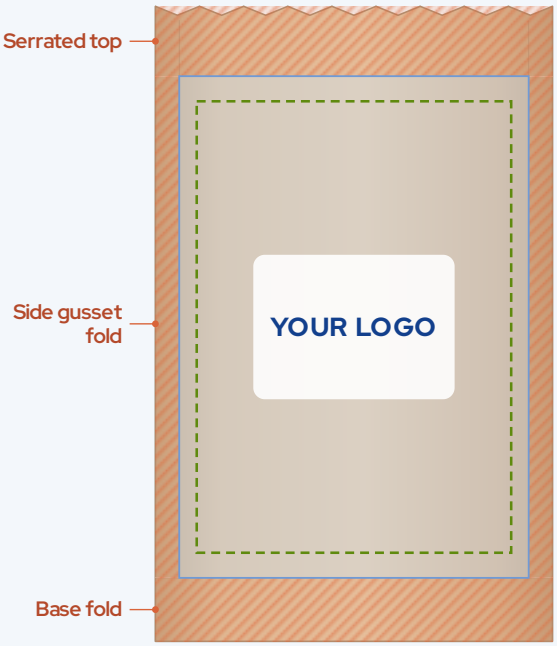
TIPS

1. Keep the design below the top fold and the handles.
2. On D-cut bags, stay below the handle cut-out.
3. Colours print brighter on white paper than on kraft.
4. Different front and back? Upload both files.

Edge-to-edge printing is possible on most products with our approval first, but not on envelopes. Drawings are not to scale. We place your design and send a proof before printing.

Printing on a **square-bottom bag**

Food delivery, takeaway, grocery, bakery and SOS bags. Sizes read height × width × gusset.



KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: seals, folds and flaps

PRINT OPTIONS

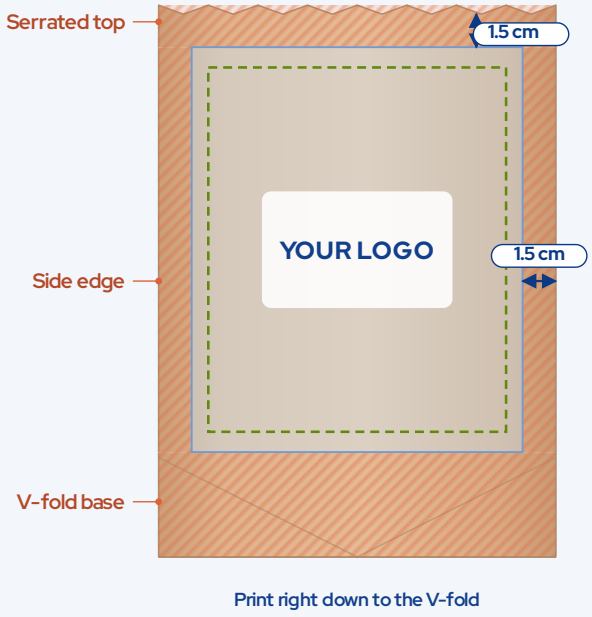
Plain | Front only | Front & back

TIPS

1. Keep the design below the serrated top and above the base fold.
2. Keep small text away from the side gusset folds.
3. Colours print brighter on white bags than on kraft.
4. Different front and back? Upload both files.

Printing on a **V-bottom bag**

Kraft and oil and grease resistant V-bottom paper bags.



KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: 1.5 cm from the edges

PRINT OPTIONS

Plain | Front only | Front & back

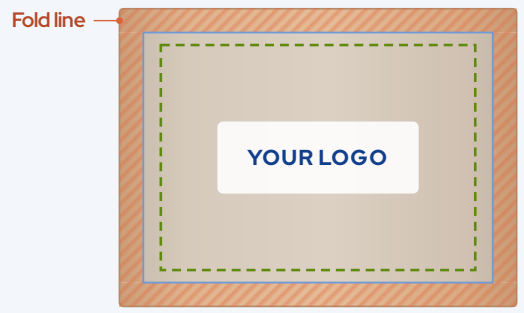
TIPS

1. Keep **1.5 cm** clear of the edges and the serrated top.
2. Print right down to the **V-fold** at the base.
3. Simple, bold logos print best on thin paper.
4. Edge to edge? Possible, with our **approval first**.

Edge-to-edge printing is possible on most products with our approval first, but not on envelopes. Drawings are not to scale. We place your design and send a proof before printing.

Printing on a **mailer box**

Kraft and white e-commerce mailer boxes, printed outside, or outside and inside.



Outside: top of the lid



Inside: under the lid

KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: seals, folds and flaps

PRINT OPTIONS

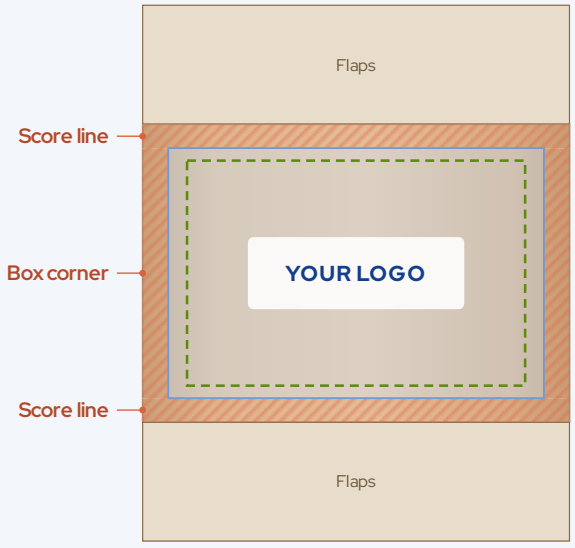
Plain | Outside only | Outside & inside

TIPS

1. The outside print goes on the top of the lid.
2. Outside and inside? Upload both artworks together.
3. Keep text and fine lines off the fold lines.

Printing on a **corrugated box**

Regular, white and e-commerce corrugated boxes.



One side panel of the box

KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: seals, folds and flaps

PRINT OPTIONS

Plain | Single side | Both sides

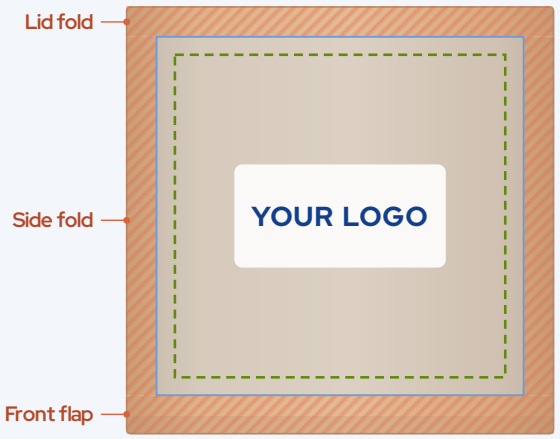
TIPS

1. Single side prints one side panel of the box.
2. Keep the design off the score lines and the corners.
3. Bold, simple artwork prints best on corrugated board.

Edge-to-edge printing is possible on most products with our approval first, but not on envelopes. Drawings are not to scale. We place your design and send a proof before printing.

Printing on a **pizza box**

Kraft and white pizza boxes in 8, 10 and 12 inches.



Top of the lid

KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: seals, folds and flaps

PRINT OPTIONS

Plain | Printed

TIPS

1. Your design goes on the top of the lid.
2. Keep it clear of the lid fold and the front flap.
3. Large solid backgrounds use more ink and can cost more.

Printing on an **envelope**

Paper, laminated, tamper-proof, jali, polynet, padded and chemist envelopes.

Front of a 12 × 10 in envelope



The 1.5 in gap can go on any one side



No edge-to-edge printing on envelopes

KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: 1.5 in on one side, small margin elsewhere

PRINT OPTIONS

Plain | Front only

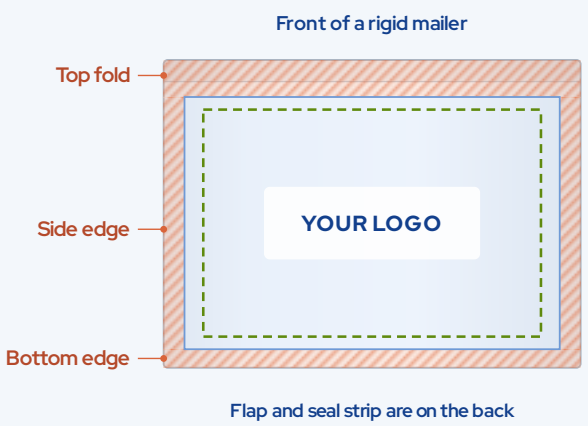
TIPS

1. Leave at least **1.5 in** clear on **any one side**.
2. Keep a small margin on the other sides: envelopes **can't** be printed edge to edge.
3. Leave space for the address or courier label.
4. Chemist envelopes can also print on the back.

Edge-to-edge printing is possible on most products with our approval first, but not on envelopes. Drawings are not to scale. We place your design and send a proof before printing.

Printing on a **rigid mailer**

Rigid board mailers in 175, 215 and 430 GSM.



KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: edges and top fold

PRINT OPTIONS

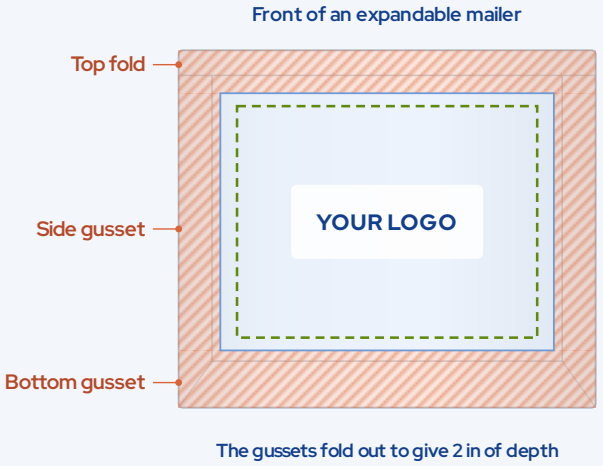
Plain | Front only

TIPS

1. Your design goes on the front.
2. Keep it clear of the edges and the top fold.
3. Leave room for the shipping label.
4. Edge to edge? Possible, with our **approval first**.

Printing on an **expandable mailer**

Expandable mailers with side and bottom gussets, in 175 and 215 GSM.



KEY

- Printable area
- Your design: cover 80–90% of it
- Keep clear: gussets and top fold

PRINT OPTIONS

Plain | Front only

TIPS

1. Your design goes on the front panel.
2. Keep it clear of the side and bottom gussets and the top fold.
3. Leave room for the shipping label.
4. Edge to edge? Possible, with our **approval first**.

Edge-to-edge printing is possible on most products with our approval first, but not on envelopes. Drawings are not to scale. We place your design and send a proof before printing.