

# Packaging

## Deliverables

- ✓ Logo\*
- ✓ Flat layout (on requested size)

### File formats



Uploading files for a packaging design project will differentiate per project.

\* If applicable

**Important: prepare the logo files first\* (specified in the logo section).**

Create a clean file (preferably in Adobe Illustrator). Save an extra version of this file but with outlined text, in case the client or their printing service does not own the font used in the design. Also, be sure to upload the .eps and .pdf file(s) (with and without 3mm or 0,125 inch bleed, if applicable).

When images/pictures, illustrations, and/or icons are being used in the design, make sure you upload these files separately as well. Ensure that the images/pictures (.psd and .jpg files) have the right resolution and color profile.

Depending on the client's requests, exceptions can be made to these file types. However, please ensure that the files you are sending in are clean, clear, and relevant.

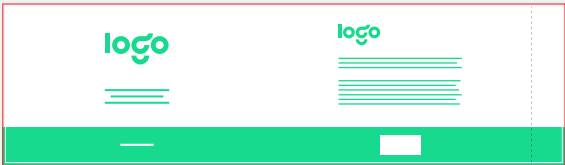
## Illustrator file

EXAMPLE - BOX



## Illustrator file

EXAMPLE - LABEL



**Important:** DesignBro expects you to deliver only one SKU per packaging design project. Therefore, if the client were to ask for multiple SKUs, please contact the DesignBro team. Multiple SKUs will likely lead to a higher price for the client, which also means a greater pay-out for you.

"Packaging can be theater, it can create a story"

- Steve Jobs

If you've presented your packaging designs using mockups, it would also be useful for the client to receive a .jpg file as a visual reference. The client might end up using the image publicly, so make sure that this mockup is free for commercial use.

## Folder structure

EXAMPLE

- Logo (specified in the logo section)
  - BrandName-Packaging.ai
  - BrandName-Packaging(OutlinedText).ai
  - BrandName-Packaging.eps
  - BrandName-Packaging.pdf
  - BrandName-Packaging(Trimmarks).pdf
- Image Links
  - BrandName-BackgroundImage.psd
  - BrandName-BackgroundImage.jpg
  - BrandName-BarCode.eps
- Icons
  - BrandName-Icon1.eps
  - BrandName-Icon2.eps
  - BrandName-Icon3.eps
  - BrandName-VisualReference.jpg