

CREATING ARTWORK FILES IN CANVA

SETUP GUIDE

INTRO

PLEASE NOTE: Canva has limited capabilities for meeting The Packaging Lab print specifications. Canva Pro must be used in order to create print ready artwork files.

If you want to create artwork that is not explained in these directions, please contact graphics@thepkglab.com.

CREATE THE FILE

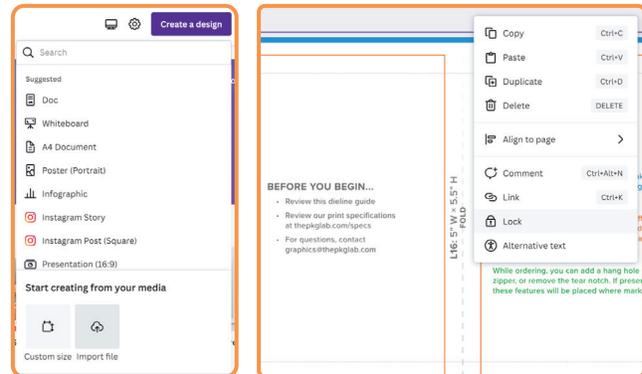
Create a new Canva file:

1

Download template from www.thepkglab.com/t/Dielines
Begin with **Create a design** and select **Import File**. Select the TPL template downloaded from our website. This will set the dimensions of the artwork for you.

2

Lock the template layer in place to make sure that the position is not adjusted when placing artwork over it.



(Right click - Lock, or click the lock icon in the top toolbar)

Start Designing!

1

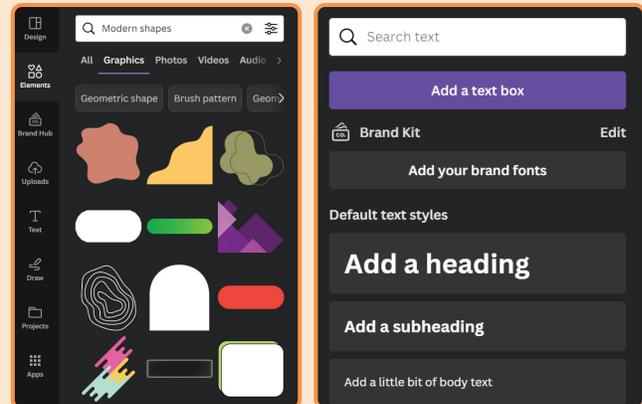
Canva has a library of design assets at your disposal in the Elements tab. Avoid using any video or motion graphics in your artwork.

You can upload existing artwork such as logos or other imagery in the Uploads tab.

The Text tab can create new text areas.

2

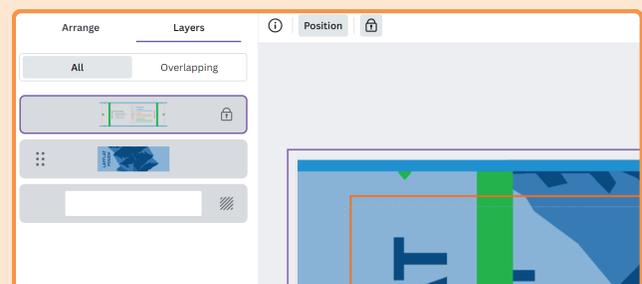
Keep the template in mind when creating your artwork. The front and back panels are labeled and show the orientation of each side. Avoid placing important text or artwork outside the Safe Area or in the Cut Tolerance space.



For more information on our specs you can visit:
<https://www.thepkglab.com/t/ArtworkSpecifications>

3

If you need to check the placement of artwork on the template you can go to Position - Layers and move the template to the top-most layer. This will require the template to be unlocked but should remain locked when designing.v



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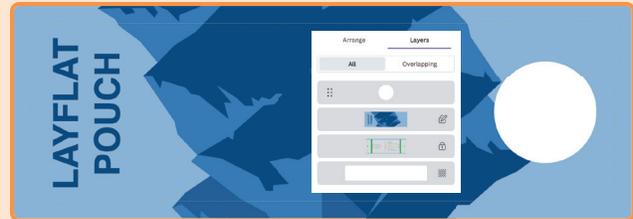
SETUP GUIDE

CREATE THE WINDOW

Indicate a window on your pouch.

1

If you intend to have a window on your pouch, you will need to indicate this area by creating the shape of the window in white.



2

Create a copy of the window shape and adjust the color to hex code #EC008C. The magenta shape needs to be above the white shape in the layers.

The magenta copy should line up exactly over the white window shape.

DO NOT use the magenta hex code for any artwork elements that are not intended to be clear or transparent.



DOWNLOAD FILE

Export your print file

1

Once your design is complete, you will need to download your file. Go to File - Download.

These setting must be selected to provide an optimal file for printing.

2

File type: **PDF Print**

DO NOT check

- Crop marks and bleed
- Flatten PDF
- Include Notes

Color Profile: **CMYK (best for professional printing)**

