Custom Branding

Your Artwork Guide



What we need to get started: Send what you have. We'll help with the rest.

☐ **1. Vector art or brief**
Best for print quality. No vector? Send your logo or references and we'll guide you.

AI EPS PDF SVG

☐ **2. Dieline template**
Use the correct template. We can supply or confirm it before artwork starts.



☐ **3. Your Pantone® colours**
Share your brand colours using Pantone® references for the most accurate results.



Spot Colour vs Process Colour

SPOT COLOURS (Pantone®)

Best for bold, solid colours and consistent brand matching.

Uses a dedicated ink for accurate, vibrant results.

- Flat, solid colour (no dots)
- Sharper edges and finer detail
- Stronger brand colour control



VS



PROCESS COLOURS (CMYK)

Great for photos, but not always best for packaging.

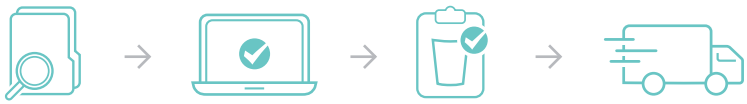
Uses a blend of cyan, magenta, yellow and black inks.

- Made from tiny dots (halftone screening)
- Softer edges and less sharp detail.
- Colours may shift between print runs





Our process made easy



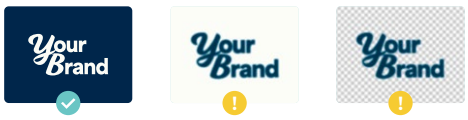
1. File check
We review your artwork to ensure it's print-ready and meets technical requirements before production.

2. Digital proof
You'll receive a digital proof to review layout, branding, and details before anything moves forward.

3. Your approval
Once you're happy, approve the proof and we'll lock it in for production.

4. Print and delivery
Your custom-branded packaging is produced to spec and delivered ready for use.

Image types we can work with



Vector Art
(Recommended)
Scales without losing quality.

Raster Images
(Full)
Can get blurry when enlarged.

Raster Images
(Transparent)
Can get blurry when enlarged.

We're here to help every step of the way.

unipak™

Get in touch to start your custom packaging
Call 0800 864 725 or email hello@unipak.co.nz

20+ years supporting NZ foodservice businesses