

# PACKAGING DESIGN TEMPLATE GUIDELINES

## OVERVIEW

1. Objective
2. Layout
3. How to customize your packaging design
4. Design Recommendations
5. Submission & Approval

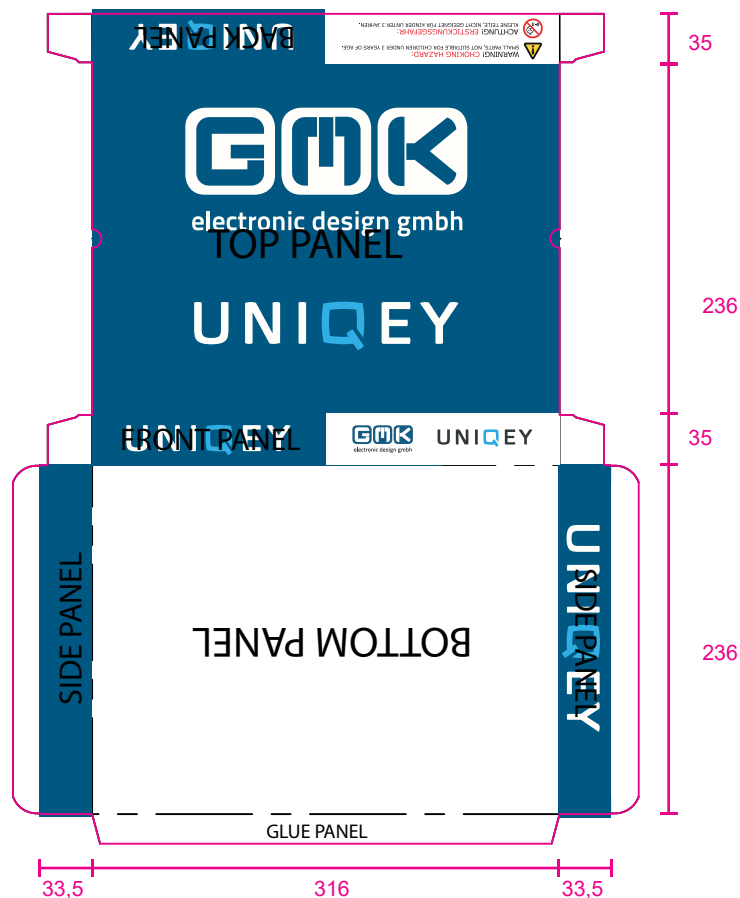
## 1. OBJECTIVE

The purpose of this document is to lend directions for designers and vendors who intend to use custom packaging service provided for keycap set kits manufactured by GMK.

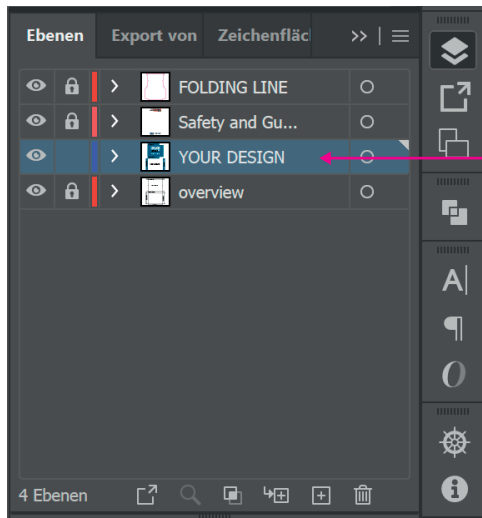
The packaging has been conceived following high industry standards, current legislation and manufacturing limitations. It is made out of recyclable cardboard.

To maintain the aesthetic of the GMK Uniqey brand and its visual character across projects, this guide illustrates explanations regarding the layout and basic rules to follow. We also give you examples of what a custom packaging is expected to look like and finally how to submit a design improving likelihood of approval.

## 2. Layout

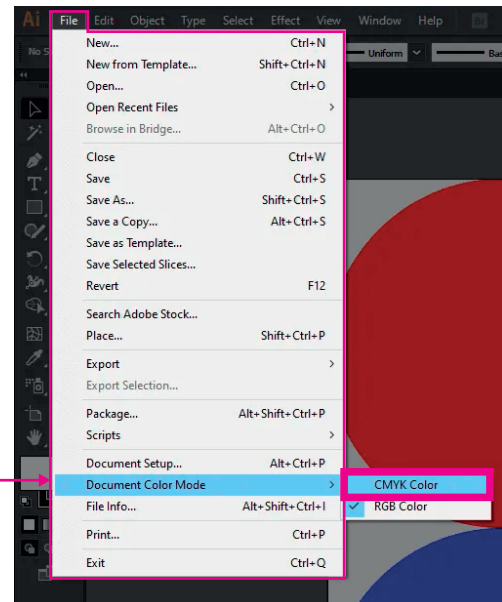


### 3. How to customize your packaging design



UNLOCKED  
AREA FOR  
YOUR DESIGN

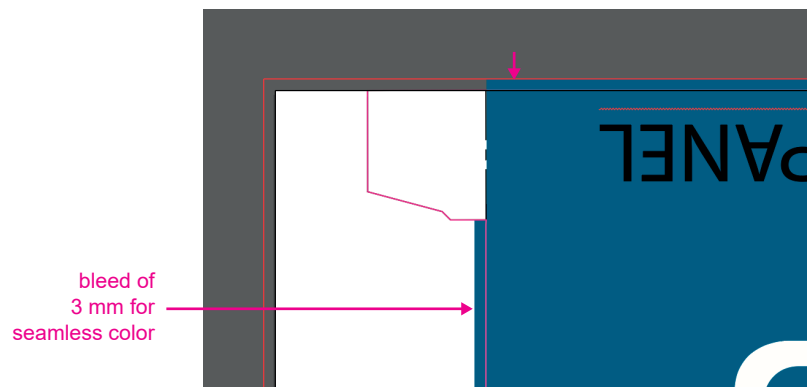
Always use layers, the **CMYK mode**  
and make sure to convert all text into  
vectors before submitting.



Our template has different layers, only the unlocked layer „YOUR DESIGN“ is free to use.

**Do not alter, recolor, reposition or modify unspecified areas of the layout.**

The top and bottom panels are destined for placement of artwork, typography, text, colors or other elements of the designer's preference, including her/his logo or handle (optional). As always, mind positioning, orientation of elements and overall aesthetic notions.



bleed of  
3 mm for  
seamless color

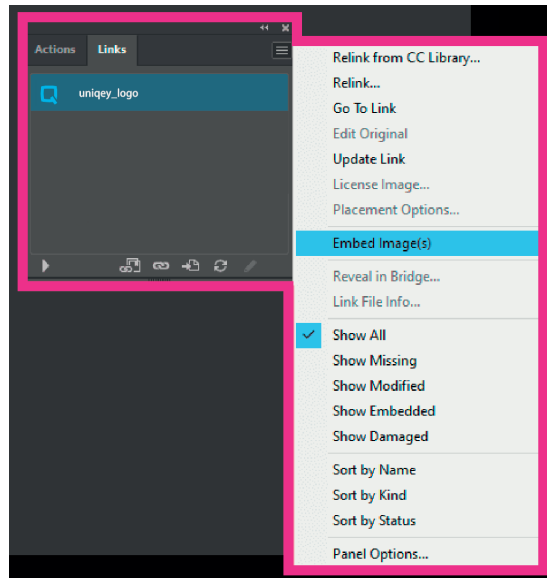
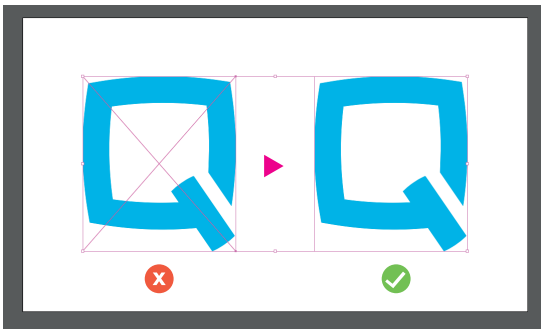
Make sure your background color is bigger than the outline. The design needs to be extended beyond the pink line by a minimum of 3 mm. The bleed is needed for a seamless cut.

All text needs to be converted to paths, that is also within the .ai file. If the lead vendor does not have a logo, a name or handle in format of typography must be placed in this panel. If you are creating a handle, make sure to use a typeface obtained under the license of "Free for Commercial Use" with no attribution needed.



Tip: Press Ctrl + „y“ to check if your text is converted to paths

Images need to be embedded in Adobe Illustrator, otherwise we can not use your footage.



Tip: You can find it in Illustrator under „Links“

## 4. DESIGN RECOMMENDATIONS

- Back Panel → Lead vendor LOGO
- Top Panel → Artwork, Typography, Text, Colors Or Other Elements
- Front Panel → Keyset Name
- Bottom Panel → Artwork, Typography, Text, Colors Or Other Elements
- Side Panel → Keyset Name

## 5. SUBMISSION & APPROVAL

Submit your design via email as early as possible to prevent delays. This is usually at the time of order, latest 2 weeks after that. We will provide the template in Adobe Illustrator (.ai extension) and encourage usage, as it makes the manufacturing process simpler.

Not following the requested steps, will most likely lead for the template to be rejected and prolong production time. After submission we will review the file and request changes if applicable.