

### General Checklist:

Accepted Formats: AI (Adobe Illustrator), EPS, PDF, SVG

For AI files:

- Save each page as it's own individual PDF. **(Do not send a multi-page PDF)**

For All files:

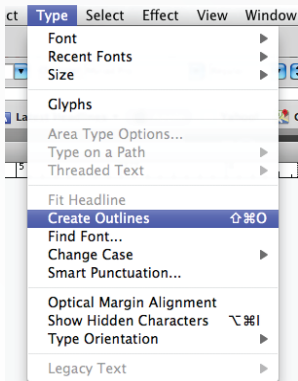
- Outline all fonts
- Embed all links



When sending a vector file, it is best to also include a JPG of how it should look, in case anything is lost or hidden in the AI or EPS file, we want to be sure it prints the way you intended

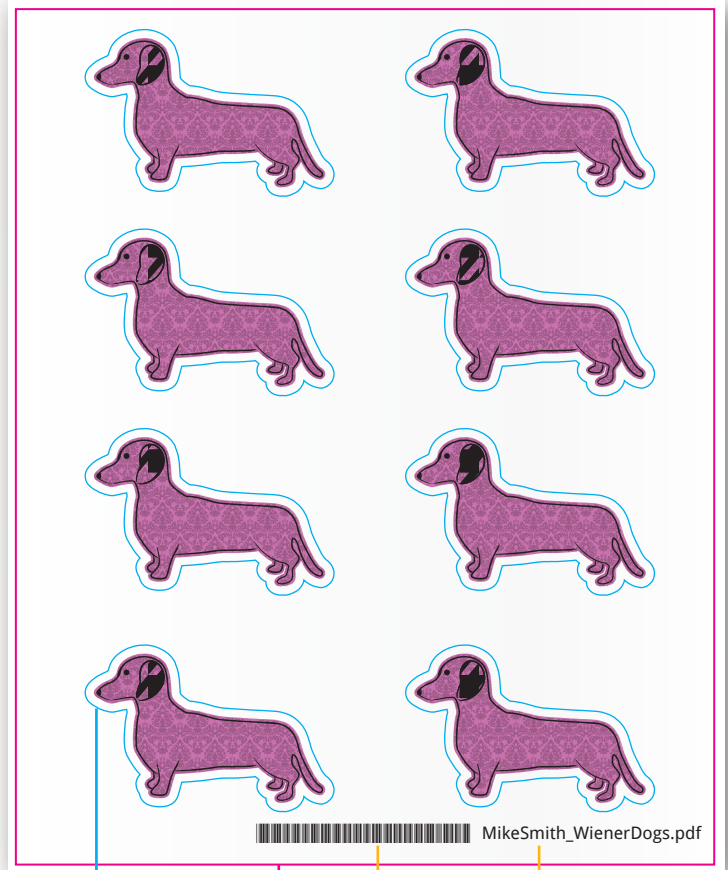
### How To Outline Fonts:

Select your Type > Click on Type in the Menu > Select Create Outlines



### How To Use Our Templates:

PDF Print File Created in Adobe Illustrator CS6



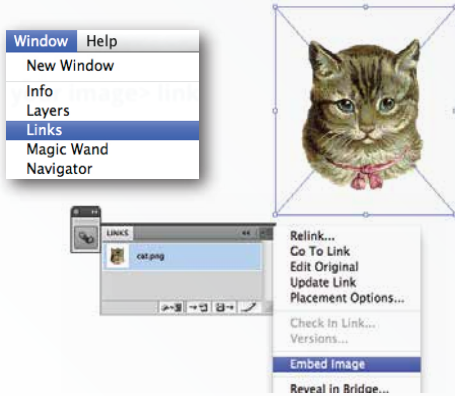
Die Cut      Perf Box      File Info

**Artboard/Page**  
 Our standard page size is 9.19" w x 11.75" h. However, if your graphics are too big or much smaller than the standard page, you can use the following list of page widths. Please consult StickerYou's sales representative before changing the page size as this may affect pricing.

Acceptable Page Widths:  
 Height Can Be Any Size  
 11.62", 9.19", 7.58", 6.42", 5.55", 4.88"

### How To Embed Images:

Select your image > Click on Windows in the Menu > Select Links panel > In the links panel, select embed image



# Custom Order Artwork Specs: CLEAR VINYL TEMPLATE

Full sticker pages

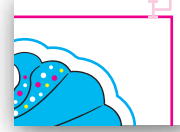


**File Info** Leave at least 1" space between artwork and bottom of the Perf Box for File Info.

## Perf Box

The Perf Box must be at least **1pts (0.014")** inside of the Art Board.

1pt (0.014")



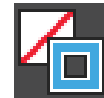
The Perf Box must have a stroke color in a spot color named **CutContour4**. The actual color does not have to be magenta (can be any CMYK value) but the spot color name must match **CutContour4** exactly. This spot color can be found in the Swatch Palette in the template file.

## Die Cut

Each stickers die-cut must have a stroke color in a spot color named **CutContour3**. The actual color does not have to be cyan (can be any CMYK value) but the spot color name must match **CutContour3** exactly. This spot color can be found in the Swatch Palette in the template file.

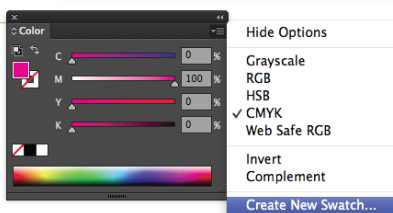
**Note:** DO NOT expand the die-cut stroke, it must have have a **stroke color** of **CutContour3**, and no fill color at all.

**Fill & Stroke**  
(found in tool bar)

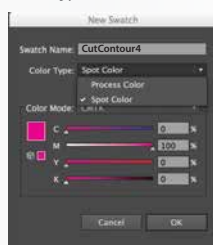


## How to Create A Spot Color

**Step 1:** Color > Create a new swatch.

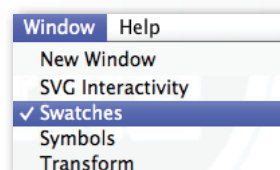


**Step 2:** Name Swatch Name **CutContour3** or **CutContour4** and choose Spot Color under Color Type.

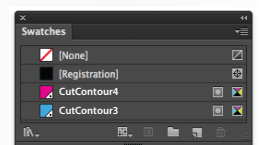


## How to find the Swatch Palette

**Step 1:** Window > Swatches

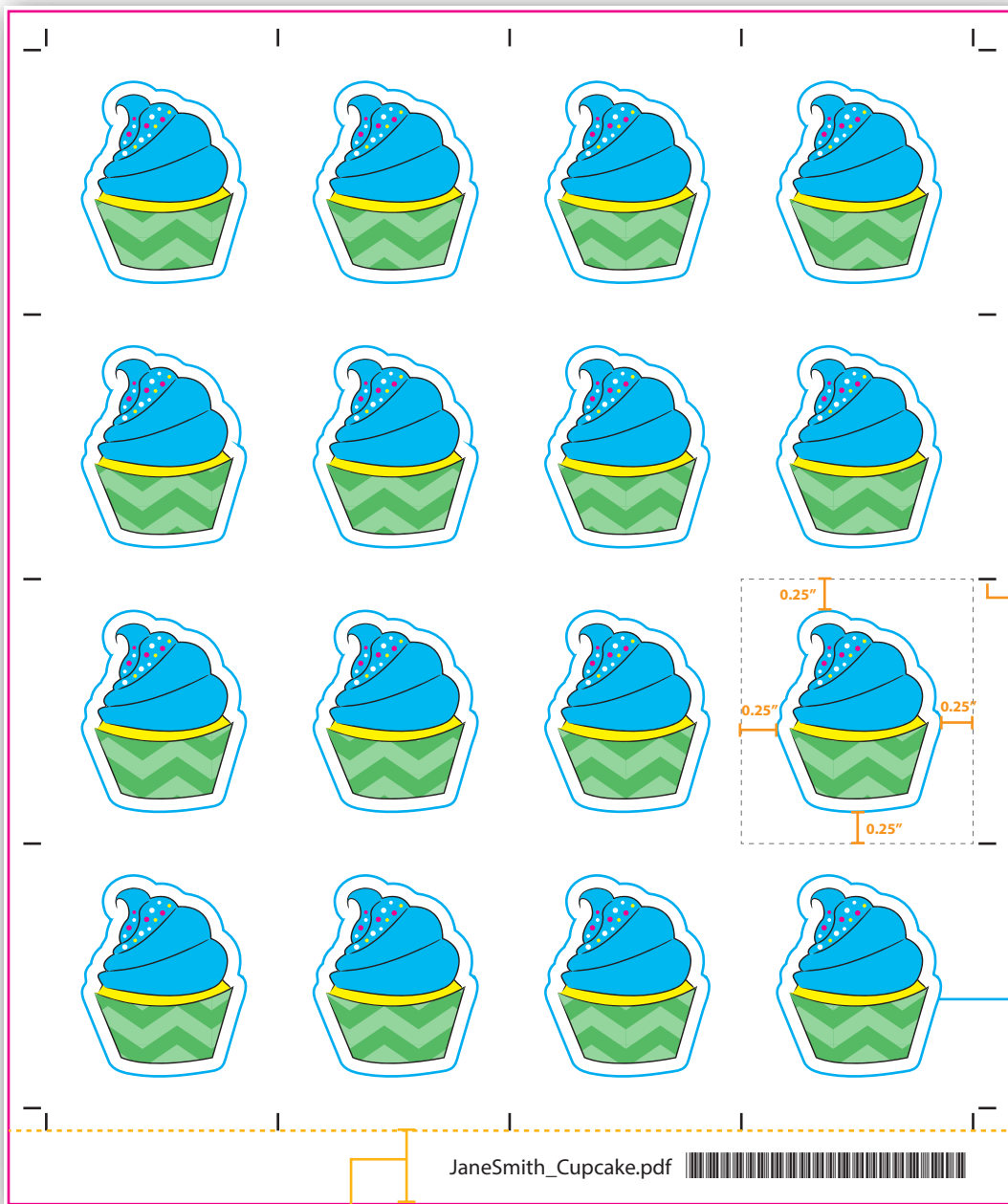


Swatch Palette



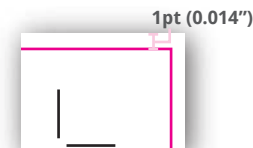
# CLEAR VINYL CUT OUT STICKERS WITH CROP MARKS

For orders exceeding 5 pages



### Perf Box

The Perf Box must be at least 1pts (0.014") inside of the Art Board.

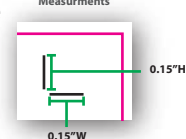


The Perf Box must have a stroke color in a spot color named **CutContour4**. The actual color does not have to be magenta (can be any CMYK value) but the spot color name must match **CutContour4** exactly. This spot color can be found in the Swatch Palette in the template file.

### Crop Marks

Crop marks must be 0.25" from die cuts on all sides and must be contained within the Perf Box.

#### Crop Marks Standard Measurements



If you draw a box around your artwork as a guide while creating crop marks, please make sure to delete it to ensure it won't be printed.

### Die Cut

Each sticker die-cut must have a stroke color in a spot color named **CutContour3**. The actual color does not have to be cyan (can be any CMYK value) but the spot color name must match **CutContour3** exactly. This spot color can be found in the Swatch Palette in the template file.

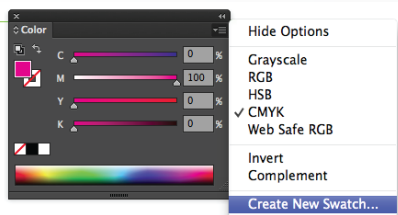
Note: DO NOT expand the die-cut stroke, it must have a stroke color of **CutContour3**, and no fill color at all.

### File Info

Leave at least 1" space between artwork and bottom of the Perf Box for File Info.

## How to Create A Spot Color

Step 1: Color > Create a new swatch.

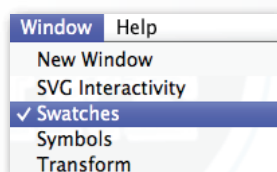


Step 2: Name Swatch Name **CutContour3** or **CutContour4** and choose Spot Color under Color Type.

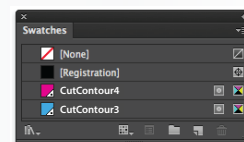


## How to find the Swatch Palette

Step 1: Window > Swatches

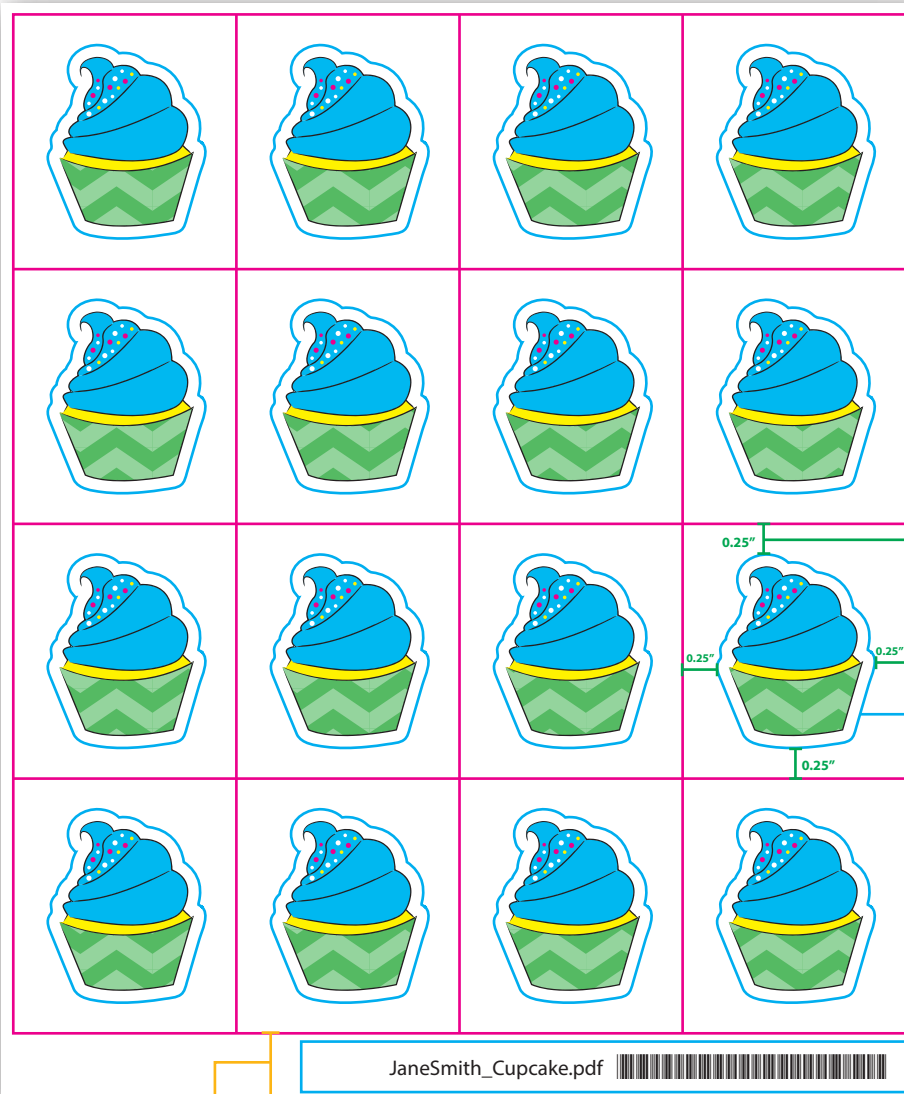


### Swatch Palette



# CLEAR VINYL CUT-OUT STICKERS WITH PERF LINES

For orders 5 pages or less



**Perf Box**  
The Perf Box must be at least **1pts (0.014")** inside of the Art Board.



The Perf Box must have a stroke color in a spot color named **CutContour4**. The actual color does not have to be magenta (can be any CMYK value) but the spot color name must match **CutContour4** exactly. This spot color can be found in the Swatch Palette in the template file.

The space between Perf Lines and Sticker Die-cut must be at least **0.25**.

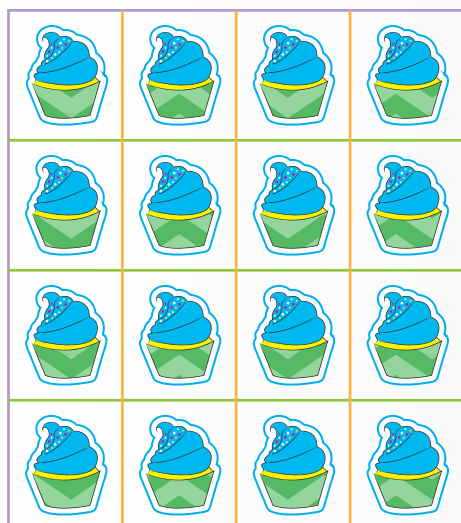
**Die Cut**  
Each stickers die-cut must have a stroke color in a spot color named **CutContour3**. The actual color does not have to be cyan (can be any CMYK value) but the spot color name must match **CutContour3** exactly. This spot color can be found in the Swatch Palette in the template file.  
**Note:** DO NOT expand the die-cut stroke, it must have a **stroke color** of **CutContour3**, and no fill color at all.

**Fill & Stroke**  
(found in tool bar)

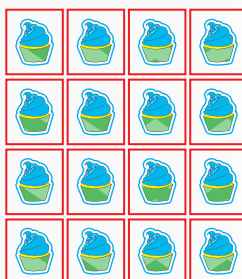


**File Info** Leave at least 1" space between artwork and bottom of the Perf Box for File Info.

**Perf Lines must be build in this arrangement.**

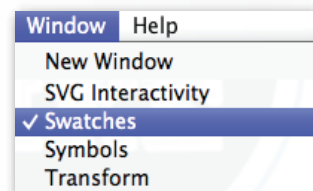


- **Line A** This is the outer box
  - **Line B** All vertical lines must be single lines that start at the top of the outer box and end at the bottom of the outer box
  - **Line C** All horizontal lines must be single lines that start and end at the left and right edges of the outer box
- X** Do not draw individual boxes around each sticker.

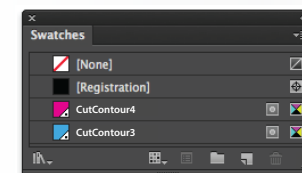


## How to find the Swatch Palette

Step 1: Window > Swatches

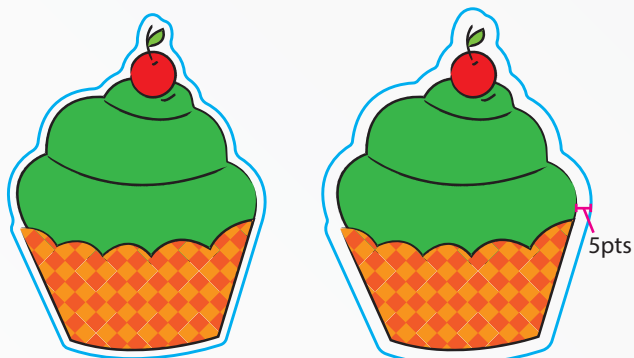


Swatch Palette



## Die-cut Checklist:

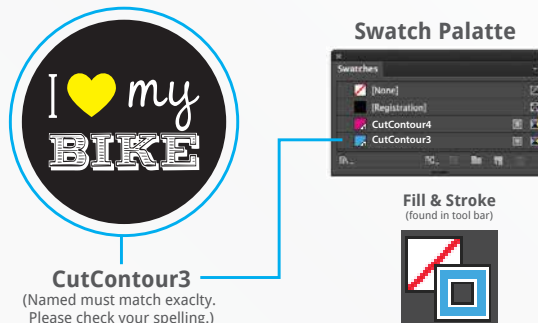
Die Cut must be at least 5 points (0.649") from artwork.



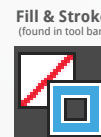
**X** Die cut is too close to artwork    **✓** Die cut is 5pts from artwork

Each stickers die-cut must have a stroke color in a spot color named **CutContour3**. The actual color does not have to be cyan (can be any CMYK value) but the spot color name must match **CutContour3** exactly. This spot color can be found in the Swatch Palette in the template file.

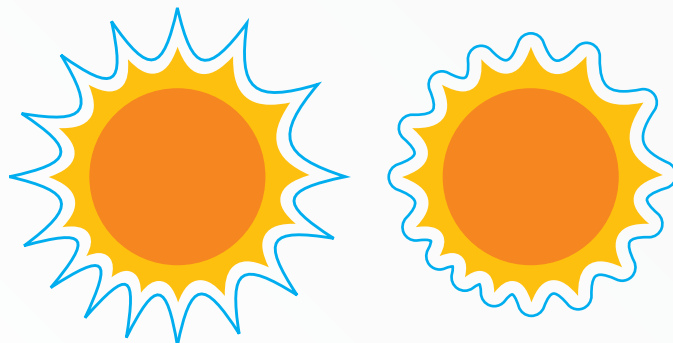
**Note:** DO NOT expand the die-cut stroke, it must have have a **stroke color** of **CutContour3**, and no fill color at all.



**CutContour3**  
 (Named must match exactly.  
 Please check your spelling.)



It is recommended that die cut paths be simplified so they do not have sharp changes of direction.



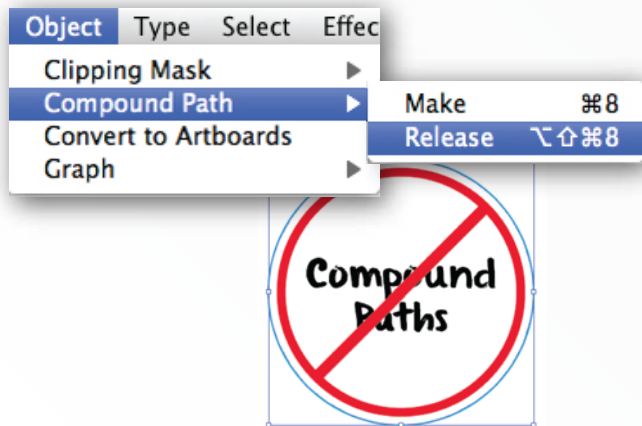
**X** Too Many Sharp Edges    **✓** Simplified: No Sharp Edges

No open paths. Merge paths to make sure they are closed.

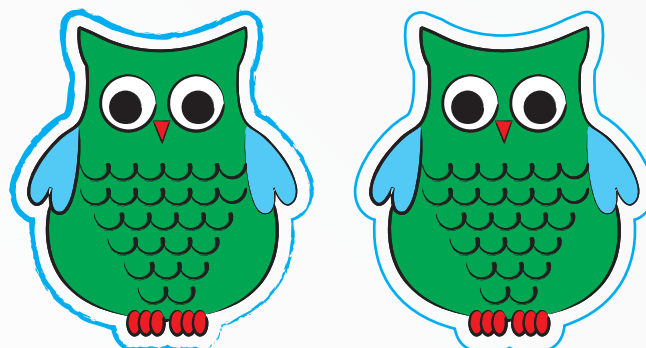


**X** Open Path    **✓** Closed Path

No compound paths on die cuts.

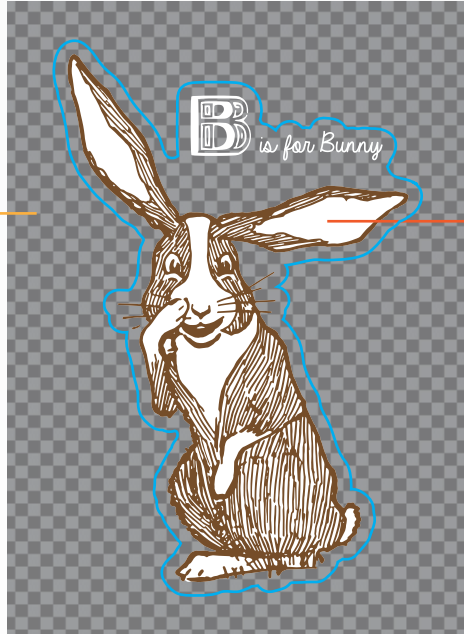


No brush or any other effects on paths, must be basic stroke.



**X** Brush in die cut    **✓** Basic Stroke at 1pt

## Vector Graphics

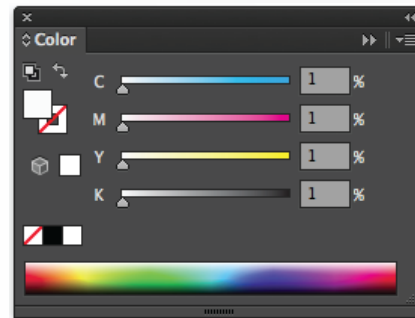


Transparent Background

### White Ink

Any graphic that needs to be printed with white ink needs to be colored with a CMYK value 1,1,1,1. Anything left in pure white CMYK 0,0,0,0 will NOT be printed.

#### Color Palette



## Raster Graphics

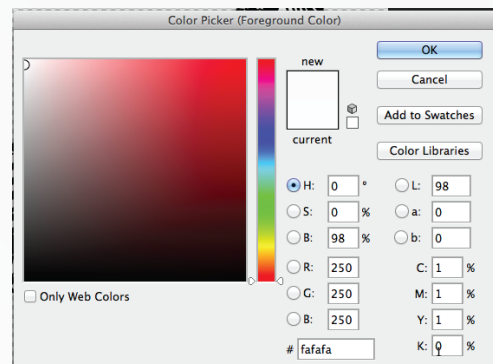


Transparent Background

### White Ink

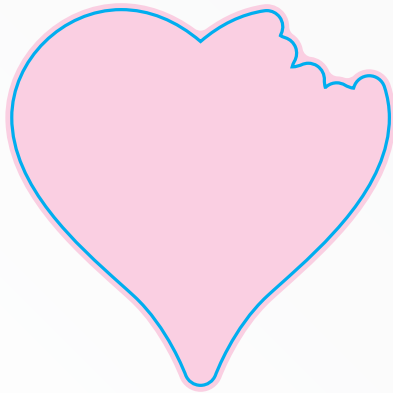
Any graphic that needs to be printed with white ink will need to be colored CMYK value 1,1,1,1, or RGB 250,250,250. Anything that is transparent or left in pure white (CMYK 0000 or RGB 255,255,255) will NOT be printed.

#### Color Picker

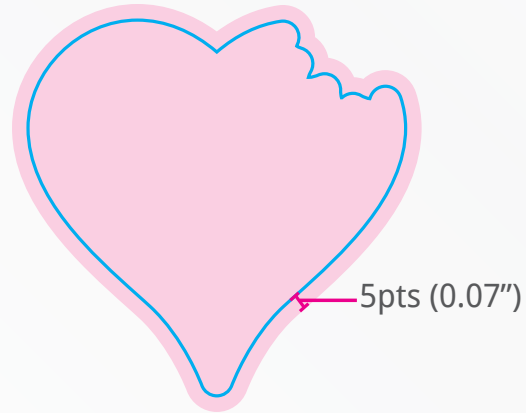


## Bleed:

If you would like your graphics to be printed to the edge of your sticker, please include a 5pt (0.07") bleed on all sides. For example, if your sticker is 4" x 6", your canvas size needs to be 4.07" x 6.07". 5pts (0.07") will be cut off during trimming, leaving you with a 4" x 6" sticker



✗ Not enough bleed outside of die cut.



✓ 5pts of bleed outside of die cut

## Safety:

Type any important artwork should be 5pts (0.0694") inside the die cut on each side. This will ensure that text and art is not be trimmed away from your artwork.



— **SAFETY:** Text and important imagery is kept inside the red line to prevent it from getting cut off.

— **DIE CUT:** Cyan represents the finished size where the sticker will be cut/trimmed.

— **BLEED:** Artwork extends all the way to the outside blue line (bleed will be trimmed off)

# Custom Order Art Specs: JPG/PNG or other Raster Files



**TIP!** If a vector image is not available, a high resolution JPG or PNG is acceptable, 300 dpi at actual print size. CMYK minimum resolution 150 dpi.

## File Resolution

File resolution - also known as DPI (Dots Per Inch) or PPI (Pixels Per Inch) - refers to the number of dots or pixels in an image. Generally, the more dots per inch, the more detail captured and the sharper the actual image.

For an image to print properly, the image resolution must be at least 300 dots per inch (DPI) at 100% of the final output size.

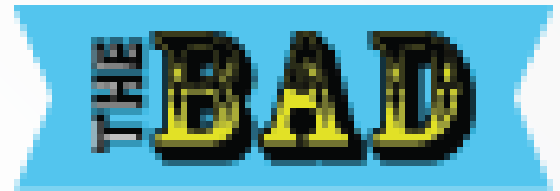
If your file is not 300 dpi, you can not simply change a low resolution image to a higher one by increasing the DPI in your imaging program.

The printed result will be a very blurry image.

As such, it's important to start out with an image that has a resolution of at least 300 dpi.



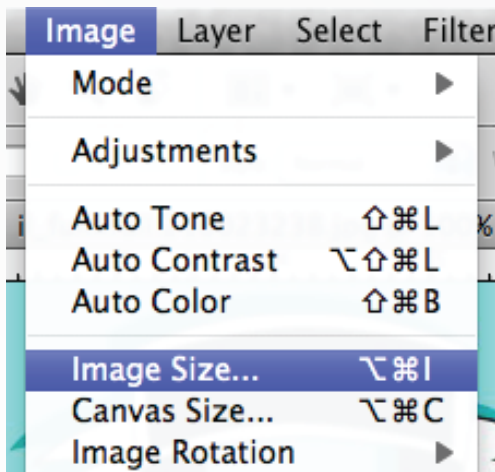
✓ **Good Resolution**  
Printed at 300dpi



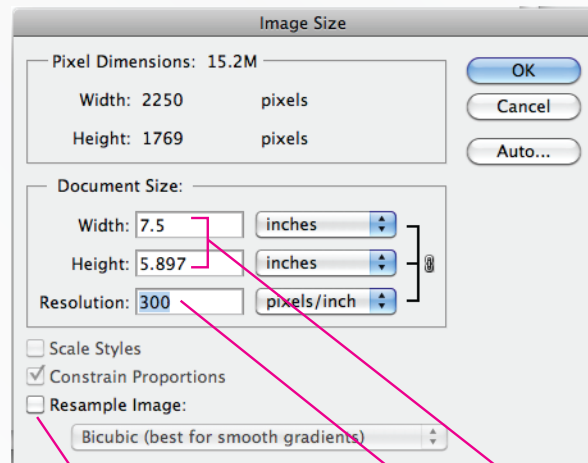
✗ **Bad Resolution**  
Printed at 72dpi

## How to check your image resolution in Adobe Photoshop

Step 1: Open File > Select Image Size



Step 2: Check Resolution



Un-check Resample Image when adjusting your image size or the resolution will not change.

Resolution at Print Size

**TIP!** If you decrease your print size the resolution of your image will increase.