

## General checklist:

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

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

For All files:

- Outline all fonts
- Embed all links
- Page size must be 8.5"W x 11"H

**TIP!** 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

## We Do Not Print White Ink

We do not print white ink. Anything left in white will not be printed. It will be transparent on the skin. If you require white ink, contact a StickerYou Sales Rep.

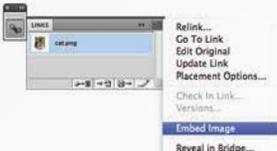


This area will be left **transparent**, with no white ink printed.



## How to embed images:

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



## Mirror (Flip) All Artwork

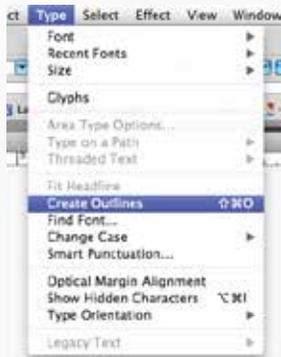
All artwork without text should be mirrored or flipped in your file.



✓ Do

## How to outline fonts:

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



✗ Don't



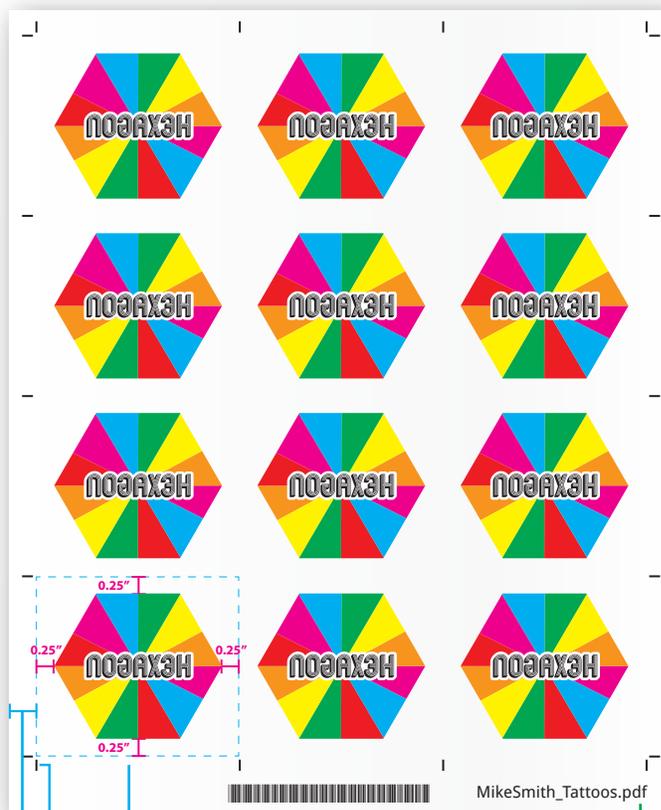
## How To Use Our Templates:

PDF Print File Created in Adobe Illustrator

Artboard/Page Size  
is 8.5"W x 11"H

Full Page

Cut Page

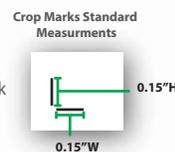


Artwork should be placed at least 0.25" from the edge of the Artboard/Page

Leave space at bottom of the page for **File Info**

**Crop Marks**  
 Crop marks must be 0.25" from the edge of the page.  
 Crop marks must also be 0.25" from artwork on all sides.

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.



Leave Space at bottom of the page for **File Info**

# 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.

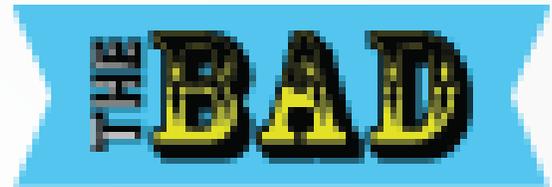
If your file is not 300 dpi, you can not simply change a low resolution image to a higher one by increasing the DPI in your imaging program.

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.



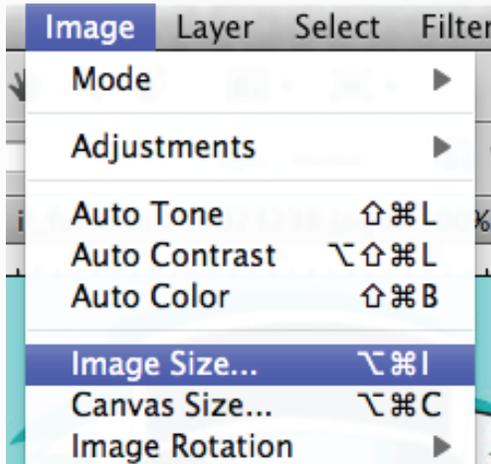
✓ **Good Resolution**  
Printed at 300dpi



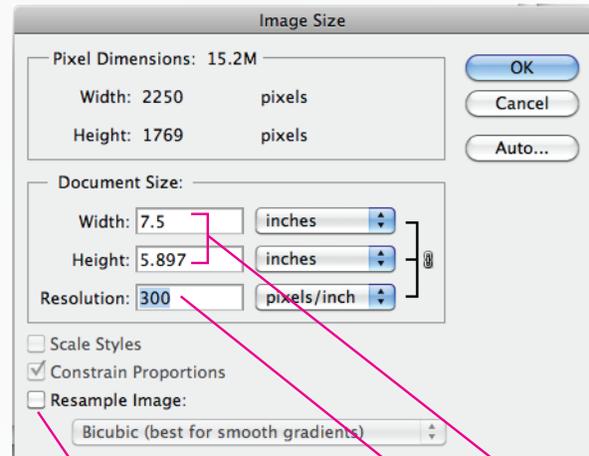
✗ **Bad Resolution**  
Printed at 72dpi

## 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.