



Custom Order File Requirements

Checklist

General Requirements

- PDF has only **ONE** page
- File **MUST** be under 25MB
- PDF has only **ONE** die cut path, see the die cut specs listed below
- All fonts **MUST** be converted to outlines/embedded
- ALL** images & graphics follow the specs listed below
- Accepted File Formats:** .AI (Adobe Illustrator), .EPS, .PDF, .SVG

Image Requirements

- ALL** images are embedded
- Image resolution is **at least 150dpi** (300dpi is preferred)

Graphic Requirements

- ALL** strokes are expanded to outlines (Except the die cut)
- ALL** graphics are 100% opacity
- Gradients are expanded to vector outlines



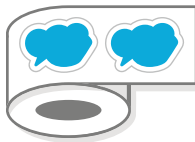
All customer submitted die-lines are subject to change to adhere to the production limitations and requirements.

Transparency & White Areas

For Clear Stickers, Labels, Decals, Clings



Stickers & Decals



Labels



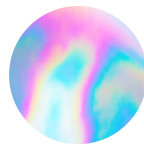
Static Clings

Any areas you wish to see the substrate showing through **MUST** be empty in the file.

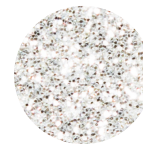


Working file example with substrate showing through and with areas with visible white ink in areas intended.

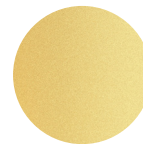
For Stickers and Labels on Substrate Materials



Holographic Stickers



Glitter Stickers



Gold Foil Labels



Silver Foil Labels

Any white areas **WILL** print white in the final product



Preview of artwork sticker with special material applied with proper transparency requirements.



Die-Cut Requirements

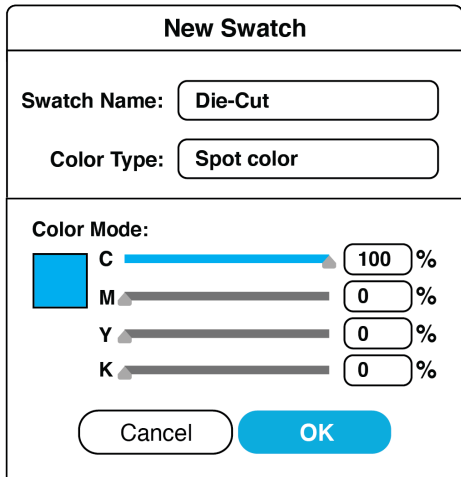
(For Advanced Designers)

How to Create a Spot Color

1. In the Swatches panel, click the three lines in the top right and select New Swatch



2. In the following pop up: **Swatch Name: "Die-Cut"** & **Color Type: Spot Color**. Select a color for the swatch using the sliders



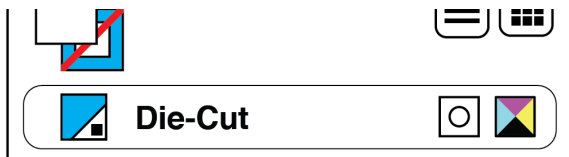
3. Press **OK**. To tell if your swatch is a spot color, within the swatches panel it should appear with a triangle and dot in the bottom right corner



use new spot color to activate strokes



Spot color icon



Successfully created a new spot color in Swatches

Bleed, Padding, & Safe Zone Requirements

Bleed Requirements: (For graphics printed to the edge of the die cut) Graphic **MUST** extend 5pt (0.07in) past die cut

Padding Requirements: (For graphics with space between the graphic and the die cut) Die cut **MUST** be at least 5pts (0.07in) from graphic



Example of a proper use of Bleed (8pt), diecut and content within safe zone (8pt)



Example of a proper use of Padding (8pt), with diecut

Safe Zone Requirements: (For all graphics, to avoid content from getting cut off) All important content within the sticker must be at least 5pts (0.07in) within the die cut

Improper Die cuts



Does not adhere to the padding/safe zone requirement: too many anchor points, sharp acute angles with uneven spaces around art.



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