



# CUSTOM ORDER ARTWORK SPECS SETTING UP PRINT FILES

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

If you're setting up your own print file please read through the following specifications to ensure that your file is constructed correctly.

## GENERAL CHECKLIST:

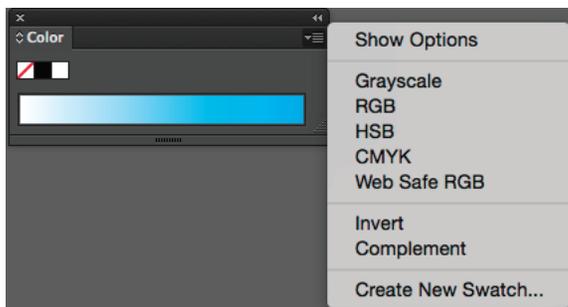
- (for AI files) Each page as it's own individual PDF **(Do not send a multi-page PDF)**.
- Page is correctly sized at 8.5" x 11"
- Die-cuts adhere to our die-cut specifications (see below).
- Bleed and/or padding adhere to our specifications (see pg. 2).
- Crop marks adhere to our specifications (see pg. 2).
- ALL fonts are expanded to outlines (Select text > Click on Type in the Menu > Select Create Outlines) or the font files are packaged within a folder with the print file.
- Any gradients are left as-is and not expanded to vector outlines.
- Reduce the amount of clipping masks used where possible.
- Ensure ALL images are embedded (Select image > Click on Window in the Menu > Select Links Panel > Select Embed Image).
- Ensure ALL images have a resolution of at least 150 DPI, with a preferred image resolution of 300 DPI.
- Outline any strokes in your art (Select art > Click on Object in the Menu > Select Expand > Select Stroke)  
**Do not expand die-cuts.**

## DIE-CUTS

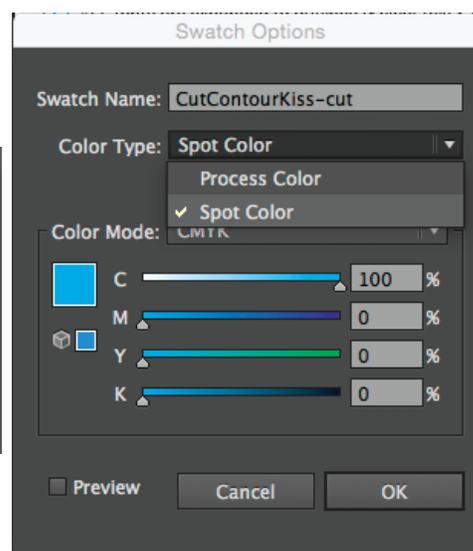
Each sticker's die-cut **must** have a stroke color in a spot color that's 100% Cyan and named **CutContourKiss-cut**. **Do not expand the die-cut stroke**, it must have a stroke and no fill to be recognized as a die-cut. The die-cut must be **at least 5pts** from artwork. Die-cuts **cannot** contain open paths, merge paths to ensure that they are closed. Die-cuts **cannot** be a compound path or have any effect on it.

### How to Create A Spot Color

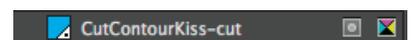
Step 1: Color > Create new swatch



Step 2: > Name swatch CutContourKiss-cut > Choose "Spot Color" > OK



The spot color should then appear within your Swatches palette (Window > Swatches) with a black dot in the bottom right corner indicating that it's a spot color (see below).



Your die-cuts will look like this when selected (found in tool bar)



# SIMPLIFY DIE-CUTS

When creating your die-cuts ensure that you are creating simplified paths that follow the image contours, contain few points and have smooth directional changes.



## Original ✗

- too many points (45)
- sharp directional changes
- doesn't follow image contours

## Simplified Die Cut ✓

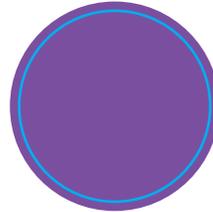
- fewer points (25)
- smooth changes
- follows image contours



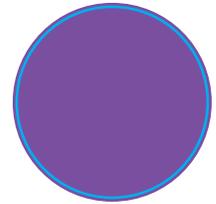
# BLEED & PADDING

## Bleed:

If you would like your graphic to be printed to the edge of your sticker, please include at minimum 5pts (0.07") of bleed on all sides.



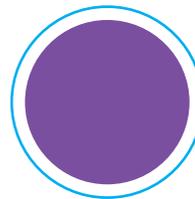
## Correct Bleed ✓



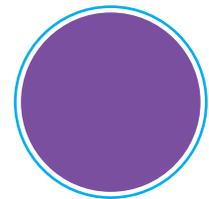
## Not Enough Bleed ✗

## Padding:

If you want to leave a border around your graphic that isn't colored please include at minimum 5pts (0.07") of padding on all sides.



## Correct Padding ✓



## Not Enough Padding ✗

# CROP MARKS

If you would like your file to be individually cut, you must create crop marks. Crop marks must be 0.25" from the die-cuts on all sides and must be contained within the page. The minimum size of a cut-out is 2" x 2". If you draw a box around your artwork as a guide (like pink dotted area below) while creating crop marks, please make sure to delete it to ensure it won't be printed. Please also download the cut page template for reference.

