



## **INHOUSE CUSTOM DECALS**

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# **Art Specifications/ Prepress Guidelines**

## **DIGITAL FILES**

We prefer 300-600 dpi, CMYK, flattened Photoshop TIFFs or outlined Illustrator EPS files. (Exception: Die Cuts must be indicated on a separate layer.)

### Acceptable File Formats:

- TIF, PSD, EPS, AI, PDF, JPG (300 - 600 dpi)
- Both Mac and PC formats are acceptable.

### Acceptable Software Applications:

- Adobe Photoshop
- Adobe Illustrator (CS2 or CS3)

### Delivery Methods (instructions):

- Email - up to 15mb
- Upload - up to 65mb
- Mail - CD-ROM or DVD-ROM

## **STICKER SPECIFICS**

### ALL Stickers:

Specify/Set UP Art Files as to how the job will be printed:

- PMS Pantone (Spot) Colors
- Four Color Process (CMYK)
- CMYK plus PMS Pantone (Spot) Colors

- Delete unused colors in swatch palette.
- Opaque White is recommended to add density to printed colors on transparent material.
- Vector art is needed for spot color printing.
- Four-color process printing can produce some color variation. The color on your sticker may vary slightly from the color in the digital file. Although the colors are usually pretty close to the original file we can't guarantee color accuracy.

- Submit artwork at 100% (same size as to be printed).

- Artwork (Illustrator/Photoshop) must have die cut shape and position indicated with a 2 pixel/point stroke on a separate layer.
- Artwork must bleed 1/8" beyond die cut on all sides. That means if you have a 4" x 4" sticker, your file should be 4.25" x 4.25".
- Live area (safety margin) is 1/8" within diecut. Keep all important text (legal, etc.) and graphics within the live (safety) area. That means if you have a 4" x 4" sticker, then your art and graphics should be within 3.75" x 3.75".

See [Sample File Setup](#) for reference.

### CLEAR Stickers:

- Artwork must clearly indicate areas to be backed with white ink. (e.g: Clear stickers can be backed with white overall leaving a clear border, or extend into the clear border to create a white pinline, or back specific areas to create an effect.)
- Keep all areas to be printed clear transparent.

## **GENERAL GUIDELINES**

### Artwork Reminders:

- Convert all fonts (type) to outlines whenever possible, otherwise, include both screen and printer fonts. Be sure to also include any fonts used in placed EPS files.

- Include all embedded (placed) images with your artwork.

- Artwork should be created in CMYK color. Preparing artwork in RGB mode is not recommended, as color matching is problematic.

- All pixel based art should be prepared at a minimum of 300 dpi. 1-bit images should be prepared at a minimum of 600 dpi, 1200 dpi recommended.

### Illustrator & Macromedia Freehand:

- Include all placed images. Convert all fonts to outlines. Do not trap.

Still not clear on how to set up your file?

To view a Sample File Setup, [Click Here](#)

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