

# Artwork Setup Guide

## TIN CAN



## Download template

You must setup your design on Roastar's product specific template which is available to download from each project you create or can be found [here](#).

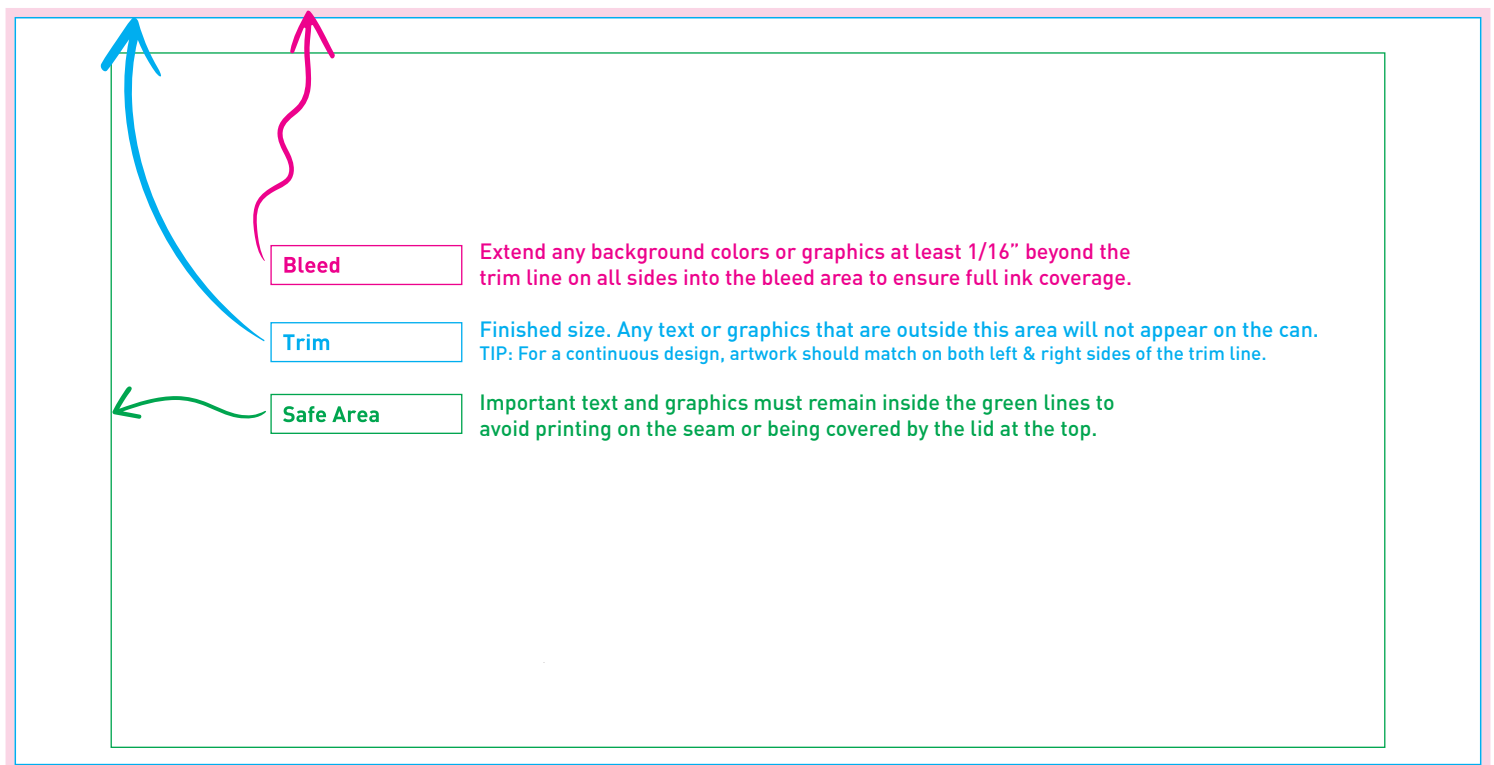


## Review template legend

Review the legend below to understand what each colored line on the template represents. Keep in mind that each template is specific to material and product type so be sure to review the correct legend.

[Click here to view our instructional video about setting up artwork to our templates.](#)

### Template legend for printed & labeled can





# Setup design according to our file standards



## Color Information

**CMYK (Process)** is the required color mode. For best print quality, we do not recommend large areas of solid color but instead suggest using patterns or textured graphics.

**Spot Colors** will print as CMYK and must be named appropriately, specifically from the Pantone Solid Coated swatch book. Custom spot colors will be converted to CMYK and print as is, unless accompanied with a printed sample or color target.

**Black** color swatch should be built using C-25%, M-25%, Y-0%, K-100% in order to produce solid black coverage. 100% black ink only will appear more weathered/distressed rather than dark and solid.



## Image Resolution

For best print quality, we require a minimum of 300dpi for any raster images that are used in the design.



## Minimum Font Size

8pt for light text on a dark background and 6pt for dark text on a light background. These minimum recommendations can vary however, based on the style of the font.

## Minimum Stroke Size

1pt for light colored stroke on a dark background and .5pt for dark colored stroke on a light background.



## Barcode Standards

Barcodes and QR codes must be set up with the standard white background with black bars for maximum scannability at a minimum size of 1.5" wide x 1" tall.



## Bleed

There must be 1/16" of bleed included on all sides of design, indicated as pink in the template.



## Template

Do not place the design on the same layer as the template. That is for design setup purposes only and should be deleted from the file before submitting to us.



## Safe Zone

Keep important text and graphics inside the safe zone, indicated as solid green lines on the template.

# For printed can and silver label material



## White Layer Setup

Designs that print directly on the can or on silver label material, must include a separate white layer within the file to indicate where you would like the white ink to print.

**Metallic effects** are created by printing the inks directly onto the silver can or silver substrate. For any part of the design that is not metallic, white ink is printed first followed by process colored inks on top. In these instances, the white ink is used to block out the metallic sheen of the substrate providing a white background or base.

[Click here to view our instructional video for Metallic Effects setup.](#)

## Design tips

For best print quality, we do not recommend large areas of solid color but instead suggest using patterns or textured graphics.

To create a seamless design, the artwork must match or line up to one another on both the left and right hand sides of the template. The center of the template does not necessarily represent the center of the can. **See example below.**

Instead of breaking apart text or graphics like this...



Do this...



## Proof your design

**The artwork file(s) submitted must be the final design.**

Proof it carefully beforehand as any changes, modifications, or corrections that need to be made during or after the proofing process will cause delays in processing your order.

Suggestions for things to look for are as follows...

- ☒ SPELLING & PUNCTUATION
- ☒ BARCODE ACCURACY
- ☒ IMAGE QUALITY
- ☒ SIZE & DIMENSION



FOR MORE INFORMATION, VISIT [WWW.ROASTAR.COM/ARTWORK-SPECS](http://WWW.ROASTAR.COM/ARTWORK-SPECS)



# Prepare design for upload

[Click here to view our instructional video for preparing your design for print.](#)



## Remove Templates and all Non-Printing Layers

All template and other non-printing layers, along with any trim/crop marks or registration marks must be deleted from the file before submitting to us. The final design should be all that is visible.



## Outline Fonts

To ensure fonts print properly, please convert all text to outlines.



## Embed Links & Images

Please ensure all placed or linked images are embedded into the file.



## File Dimensions

Save the file to the size of the template dimensions.



## File Size

Maximum file size is 100MB. If the file exceeds this limit, you will receive an error when you upload the file to a project.



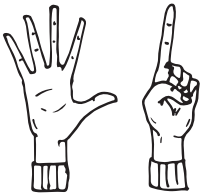
## Save Files Separately

Each design needs to be saved as a separate file and uploaded to your project individually.



## Accepted Filetypes

Save as either an **.ai** or **.pdf** with Illustrator Default settings or when saving from other software programs, please choose a High Quality PDF setting. *If saving files from Canva, you must use Canva Pro in order to create print ready artwork files that meet our specifications.*



# Upload design(s)

Log in to your account at [Roastar.com](https://www.roastar.com) and upload each design to its appropriate project.