Artwork Setup Guide
GUSSETED BAG

Download template

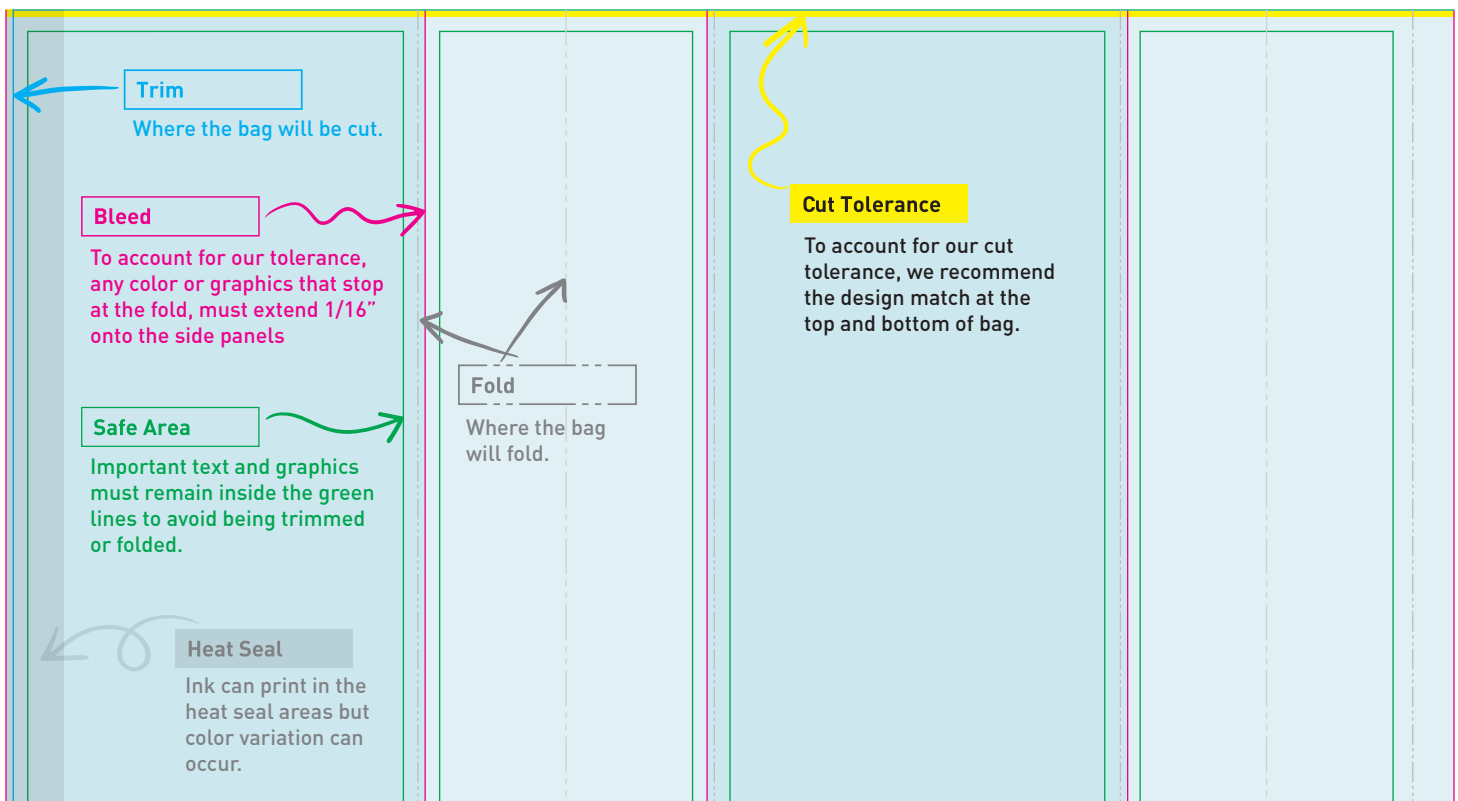You must setup your design on Roastar's product specific template which is available to download from each project you create or can be found **here**.
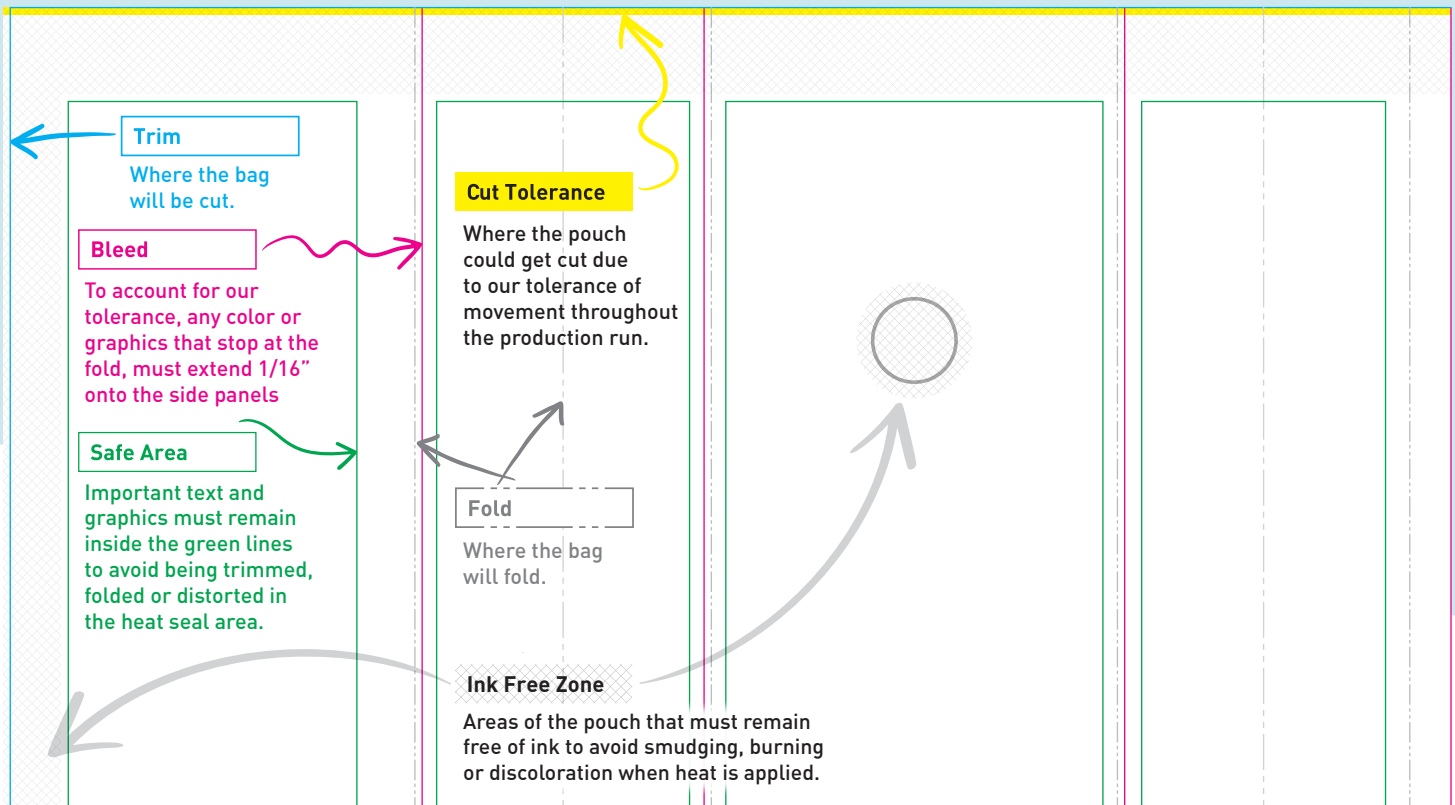
Review template legend

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 white & silver materials

Trim
Where the bag will be cut.

Bleed
To account for our tolerance, any color or graphics that stop at the fold, must extend 1/16" onto the side panels

Safe Area
Important text and graphics must remain inside the green lines to avoid being trimmed or folded.

Fold
Where the bag will fold.

Cut Tolerance
To account for our cut tolerance, we recommend the design match at the top and bottom of bag.

Heat Seal
Ink can print in the heat seal areas but color variation can occur.

ROASTAR
THE WHOLE PACKAGE

FOR MORE INFORMATION, VISIT WWW.ROASTAR.COM/ARTWORK-SPECS

Template legend for paper-based materials (brown kraft & compostable)

Please note that ink cannot print in areas of the pouch where heat is applied. (Heat seals and/or valve areas)

Trim
Where the bag will be cut.

Bleed
To account for our tolerance, any color or graphics that stop at the fold, must extend 1/16" onto the side panels

Safe Area
Important text and graphics must remain inside the green lines to avoid being trimmed, folded or distorted in the heat seal area.

Cut Tolerance
Where the pouch could get cut due to our tolerance of movement throughout the production run.

Fold
Where the bag will fold.

Ink Free Zone
Areas of the pouch that must remain free of ink to avoid smudging, burning or discoloration when heat is applied.

For silver and brown paper-based materials

White Layer Setup

Designs that print on silver, clear or brown paper-based materials, 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 a silver substrate. For any part of the design that is not metallic, white ink is printed first onto the substrate followed by process color 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.

Brown paper-based materials, such as kraft or compostable kraft, require white ink to print under the design elements that you do not want to blend with the brown material. If you are desiring colors to appear vibrant, white ink will need to print underneath.
Click here to view our instructional video for White Ink setup.

ROASTAR
THE WHOLE PACKAGE

FOR MORE INFORMATION, VISIT WWW.ROASTAR.COM/ARTWORK-SPECS

Setup design according to our file standards

Color Information

CMYK (Process) is the required color mode.

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 must use 100% black (K) only and should not contain any Cyan, Magenta, or Yellow color values (a.k.a. Rich Black). In addition, do not use the Registration color swatch either. Please convert black ink only files to grayscale color mode.

Heavy ink coverage is the sum of the CMYK percentages of a color. For best results, we highly recommend limiting large areas of solid color that exceed 200% ink coverage as it could result in burning or delamination.

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

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.

Bleed
Review the legend of this style pouch for the specific bleed requirements, indicated as pink.

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

Barcode Standards
We recommend barcodes 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.

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

ROASTAR
THE WHOLE PACKAGE

FOR MORE INFORMATION, VISIT 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.
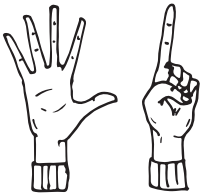
Save Files Separately

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** and upload each design to its appropriate project.

ROASTAR
THE WHOLE PACKAGE

FOR MORE INFORMATION, VISIT WWW.ROASTAR.COM/ARTWORK-SPECS