

# Artwork Setup Guide

## STAND-UP POUCH



## Download template

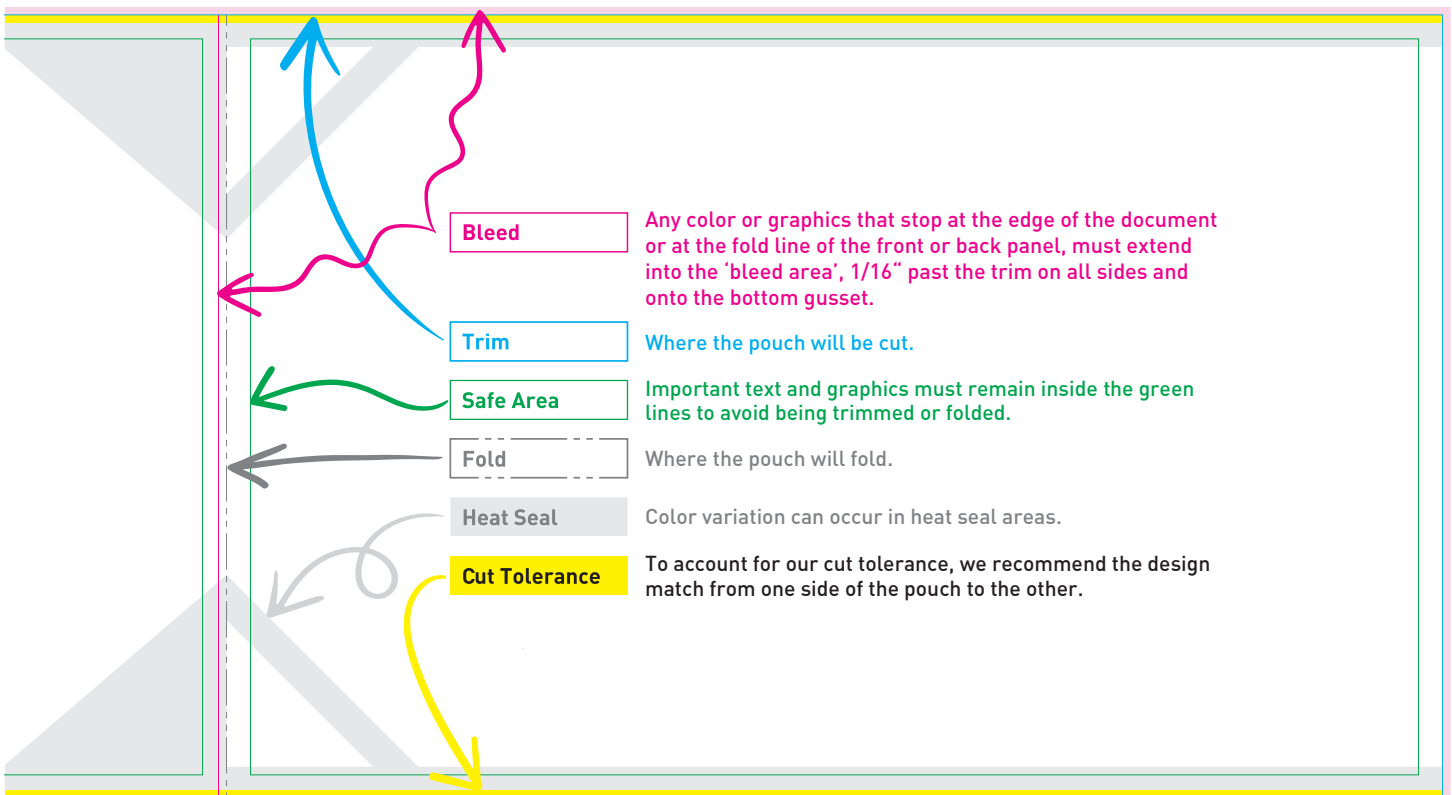
You must setup your design on Roastar's product specific template which is available to download from each project you create or can be found [here](#).



## Review template legend

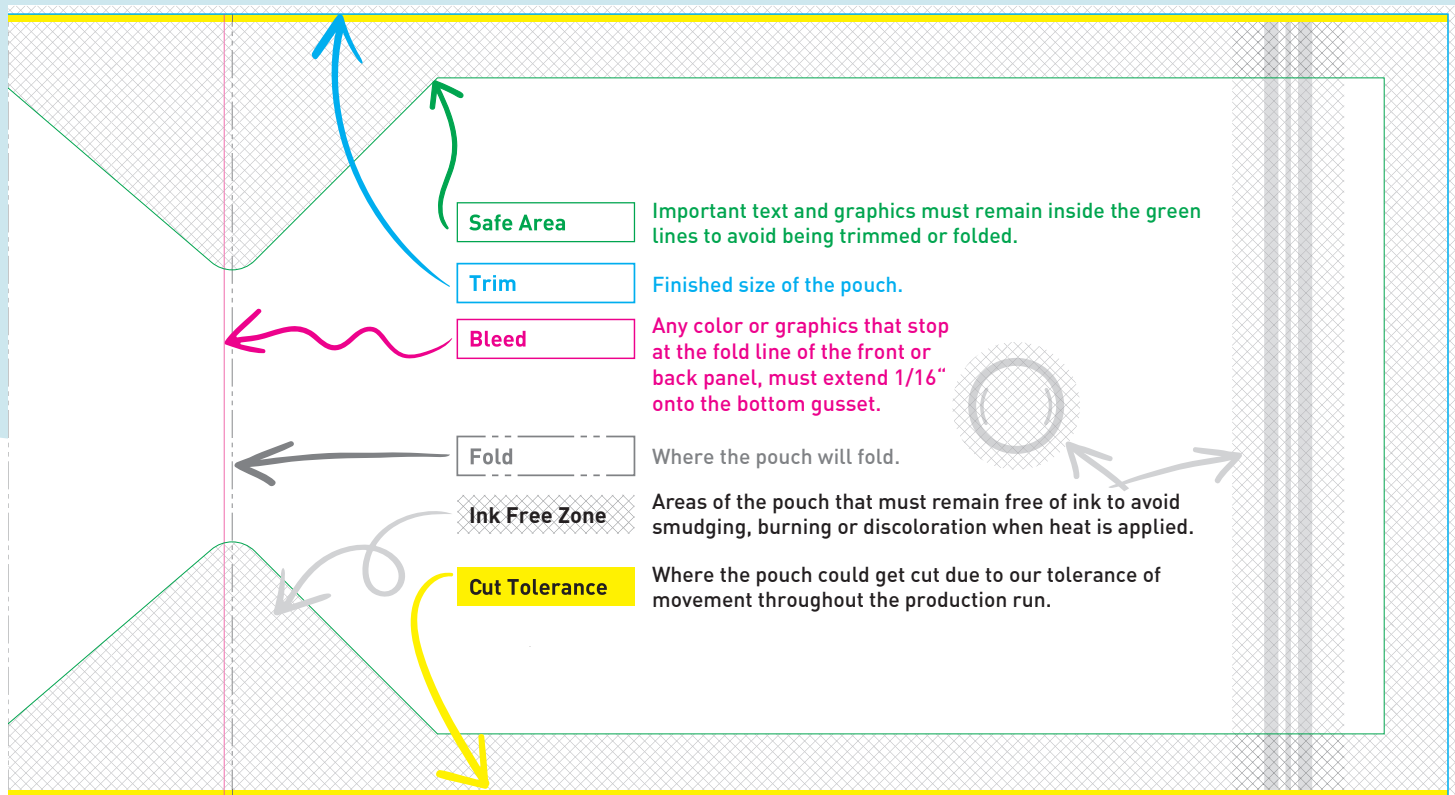
Review the legend below to understand what each colored line on the template represents. Keep in mind that each template is specific to material and product type so be sure to review the correct legend. [Click here to view our instructional video about setting up artwork to our templates.](#)

### Template legend for white, clear & silver materials



# Template legend for paper-based materials (brown kraft, compostable, tramado blanco)

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



## For silver, clear 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.](#)

**Clear windows** are created by printing white ink under the entire design except for where the window will appear. Windows can be a custom shape and placed anywhere on the design.

[Click here to view our instructional video for Clear Window 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.](#)



# 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
- ☒ IMAGE QUALITY

- ☒ BARCODE ACCURACY
- ☒ SIZE & DIMENSION



# 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 Orientation

The file submitted should be in a horizontal orientation with the back panel on the left and the front panel on the right when looking at it on your screen.



## 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.



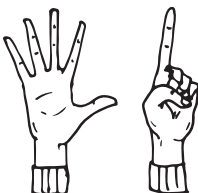
## Save Files Separately

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.