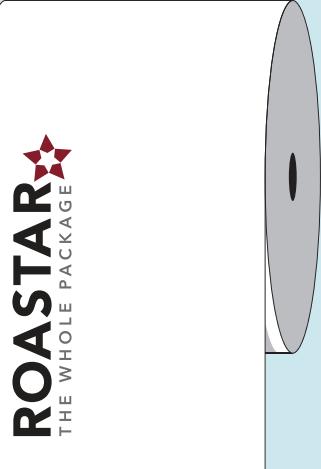


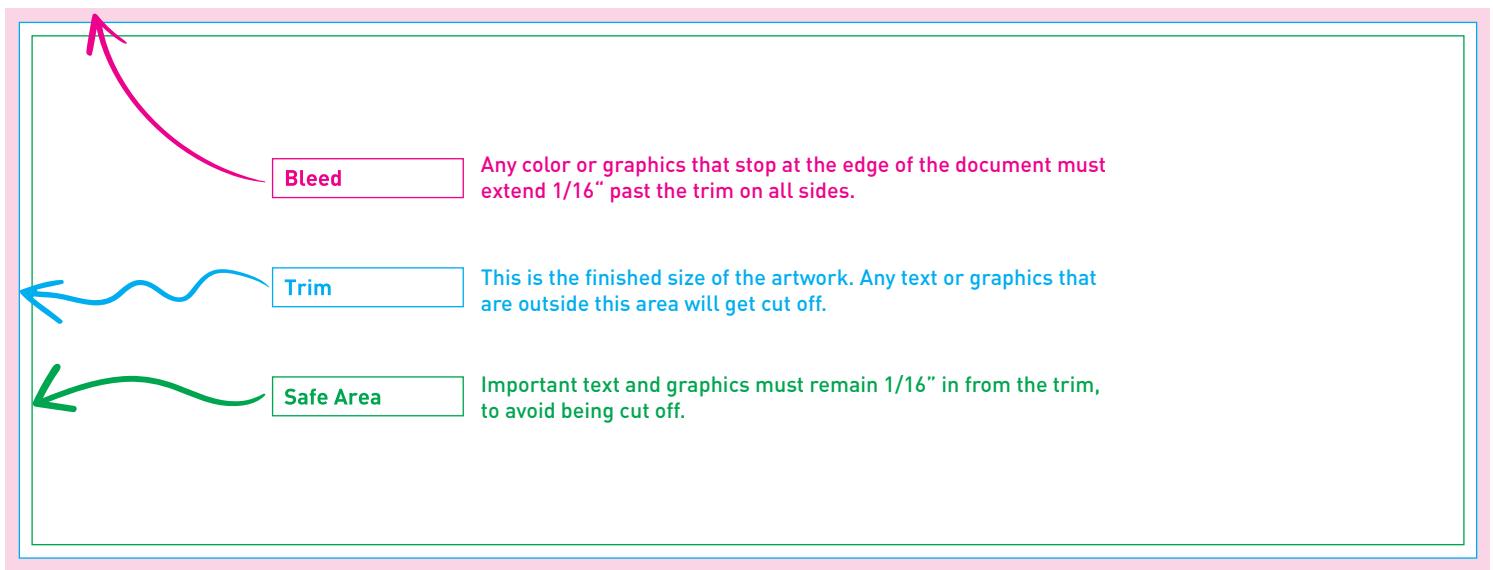
Artwork Setup Guide

ROLLSTOCK



Setup design according to our file standards

Review the legend below to understand what is needed to set up your file.



Bleed

You must setup your design with bleed to allow for seamless edges.



Safe Area

Keep important text and graphics .0625" in from the trim.



Template

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



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.



Image Resolution

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



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.

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.](#)



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



Prepare design for print

[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 rollstock dimensions plus 1/16" bleed.



File Size

When possible, reduce file size to 100MB or below.



Save Files Separately

Each design needs to be saved as a separate file.



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.*