

# ARTWORK SETUP GUIDE

Want your stickers coming out crisp, clean, and bang on? Here's how to set your artwork up properly before sending it over:

## 1. DROP YOUR DESIGN IN PLACE

Make sure your artwork sits in the correct layer and is sized to your final print dimensions.

## 2. ADD YOUR CUT LINE

Create a magenta cut line using a 1pt stroke. This tells us exactly where your sticker will be cut.

If you're struggling to add your cut line yourself, just add details in the notes while ordering and we'll take care of it.

## 3. BLEED IT OUT

Add at least 3mm bleed outside your cut line. This stops any nasty white edges creeping in after cutting.

## 4. KEEP IT SAFE

Leave a 2mm safe zone inside the cut line. Anything important (text, logos, details) stays inside this area so nothing gets chopped off.

## 5. OUTLINE YOUR TEXT

Convert all fonts to outlines:

Type → Create Outlines

No missing fonts, no surprises.

## 6. FILE IT RIGHT

Vector artwork is always preferred (AI, PDF, EPS, SVG) — it keeps everything sharp at any size.

That said, we know that's not always possible. If you're sending raster artwork, make sure it's:

- 300 DPI or higher
  - A transparent background where possible
- PNG files work perfectly for most jobs.

We'll always send a proof for approval before printing. If your artwork isn't up to print quality, we'll let you know and give you the option to approve it as is or send over an improved file. Where possible, we'll also enhance the quality ourselves depending on the original artwork quality.

## NOT SURE HOW TO SET IT UP? NO STRESS.

We know not everyone lives in design software all day.

Just send over what you've got and use the notes section to tell us exactly what you're after size, shape, finish, anything.

We'll sort the setup our end and send you a proof before anything goes to print.

Need changes? We'll tweak it until you're 100% happy.

