

Stickers & Labels Design Guideline

To smoothly transition from the design stage to printing, we have a simple guideline to help you!

1 Set up your file

We recommend using our templates, but you can also set up your document size according to the format you have chosen and adding **5 mm bleed**. As for the quality, **300 dpi resolution** is the standard to ensure crisp and clear prints.



Bleed

This area will be trimmed. Ensure all background graphics or images cover this area.

Trim Line

This is the final size your artwork will be trimmed to.

Safety Margin

Avoid placing text or important details within this area in case of trimming inaccuracies.

2 Custom Size

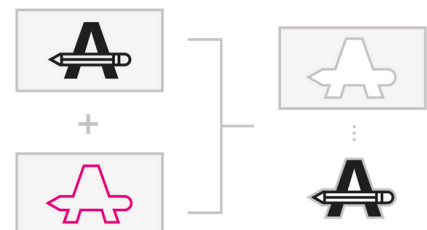
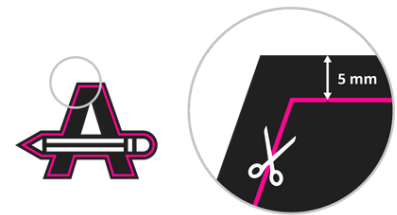
If you need a custom format, please **be sure to include the bleed area** in your desired size. For instance, a custom format of 100 x 100 mm has a required bleed area of 5 mm. Therefore, your design size must be 110 x 110 mm. There is then an extra 5 mm bleed on each side.

3 Contour cut

If you want your product to be cut to a custom shape, you will have to add it as a vector shape on top of your design.

Make sure the width of the stroke is 1 pt, the colour is a 100% magenta spot and named "cut contour". If you want us to adjust it for you, please send the custom shape on a separate page in the desired position.

Please note that bleed is still needed for custom shaped designs, meaning **your design must go at least 5 mm past the contour cut line.**



Want to know more?

Visit our **help desk** or **contact** our experts for personal advice.

In case not all specs are matched, we will always manually process, adapt and fix your artwork. You will be able to revise your digital proof before sending it to production.

Contact our design team at artwork@printex.co.za

PRINTEX

Make your artwork print-ready

4 Material

OPAQUE / WHITE

Design will be printed on white adhesive sticker material. Therefore, the unprinted area's on your stickers will be white.

TRANSPARENT

Design will be printed on translucent adhesive material. Therefore, the entire design will be translucent and semi see-through. White areas in your design will be transparent.

FLUORESCENT

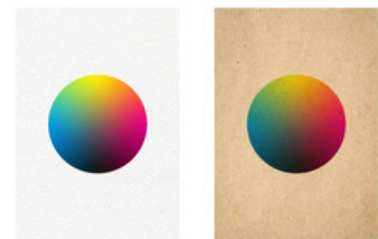
If you choose for fluor material, please note that your design is printed only in 100% black ink on the fluorescent colour of your choice.



5 Extra checks

There are some checks to take into consideration before exporting your artwork:

- Same colour on different **types of paper** gives a different end result.
- All fonts and objects must be embedded.
- Check your layers for **overprint**.



6 Export to PDF

Export your artwork to PDF format and make sure your document **colour mode** is CMYK.

Want to know more?

Visit our **help desk** or **contact** our experts for personal advice.

In case not all specs are matched, we will always manually process, adapt and fix your artwork. You will be able to revise your digital proof before sending it to production.