

Set up your design file with Adobe Illustrator

Getting started

1. Download the blank PDF from DisplayVisuals, import it into Adobe Illustrator and select page 1 (front side of template).
2. Go to the Layers panel, add a new layer below Layer 1 and name it "My design".
3. Lock Layer 1 to keep it in place.
4. Create your final design in the new "My design" layer.

Embed your images

5. Go to Window, select Links and choose Embed Images.

Outline your text

6. Save a backup of your PDF.
7. Select all editable text, then go to Type and select Create Outlines.
8. Extend the bleed to the outer blue line of the art board.

Convert your colors to CMYK

9. Go to File, select Document Color Mode and choose CMYK Color.

Save your PDF

10. Hide or delete all layers except the "My design" layer.
11. Go to File, select Save As, choose Adobe PDF and Save.
12. From the Adobe PDF Preset dropdown menu, select High Quality Print then Save PDF.

Reduce file size if it's over 30 MB

13. Go to File, select Save As, choose General, uncheck Preserve Illustrator Editing Capabilities then Save PDF.

More design tips

- Do not rotate or change the size of the original template
- For multiply, overlay or gradient effects, rasterize your final PDF in Photoshop, then flatten the layer by selecting Save As and choosing Photoshop PDF or JPEG
- Keep text at 10 point or larger for optimal readability (about 1/8" tall)

Die-line Instructions

— SAFE ZONE:

All critical elements (text, images, graphics, logos, etc.) must be kept inside the green box.

Keep all elements away from the green line (Safe Zone).

— TRIMMING ZONE:

Please allow a 1 inch cutting tolerance all around. We do not recommend having borders due to shifting in the cutting process, which may cause borders to appear uneven.

— BLEED ZONE:

Make sure to extend the background images or colors all the way to the edge of the red outline.

IMPORTANT

Please keep all guideline lines when uploading your artwork. Our production team will remove the guideline lines before printing, and they will NOT appear on the final product.

- For rich blacks, use C40, M30, Y30, K100 in your design
- Save file as .pdf (recommended), .psd, .jpg, .png or .ai at 300dpi
- Remove overprint settings by selecting Window, choosing Attributes and unchecking Overprint Fill and Overprint Stroke
- Check image sharpness by zooming in 100–200%