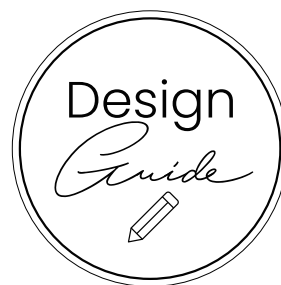


Design Guidelines

Upload artwork with the correct size, format, resolution, and setup to help prevent delays and keep production moving smoothly.



Quick Setup

Check before uploading your artwork

- ✓ Use the official product template. Do not resize, crop, stretch, or alter the template.
- ✓ Outline fonts and embed linked images.
- ✓ Convert colors to CMYK.
- ✓ All artwork must remain within the maximum printable area.

Printing Requirements

- ✓ Vector artwork is recommended whenever possible.
- ✓ Use high-resolution images (300 DPI at final size).
- ✓ Photos, gradients, and full-color artwork are supported.

Debossing Requirements

- ✓ Vector artwork is required.
- ✓ Raster images and visual effects such as gradients, shadows, and transparency are not supported.
- ✓ Convert all fonts and strokes to outlines.



Text & Readability

1 Fonts & Lines

Printing :
Minimum 9 pt text / 0.5 pt lines

Debossing :
Minimum 15 pt text / 0.7 mm (2 pt)
line width

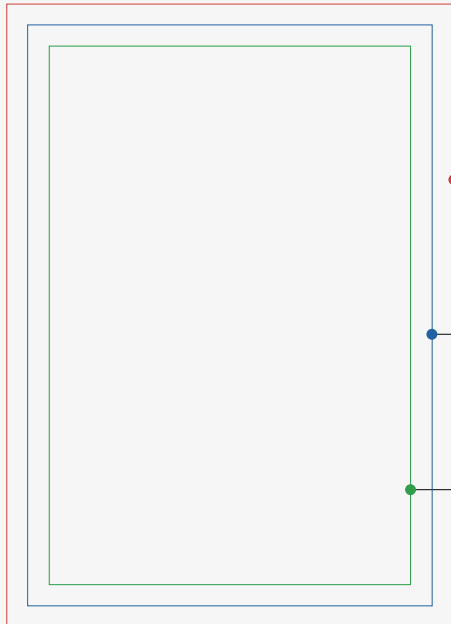
2 Readability

Avoid very small, thin, or low-contrast fonts. Avoid colors that closely match the substrate color.





Margins and Bleed



Full Bleed Size

Extend the background to this line

Document Trim Size

The product will be cut along this line

Safe Area

Keep text and logos within this area



Template Setup Note:

- ✓ Use the official product template. Do not resize, crop, stretch, or alter the template.
- ✓ Keep all guide lines in your file. We will remove non-printing guide elements before production.
- ✓ Keep key content away from edges, folds, and finishing areas.





Artwork Setup

Color Setup

Prepare final artwork in CMYK color mode.

Recommended Adobe Color Settings:
RGB Working Space: sRGB IEC61966-2.1,
CMYK Working Space: Coated GRACoL 2006.



RGB images, Pantone colors, and other non-CMYK values may be converted for print and may shift in color.

For black text, fine lines, and QR codes, use:
Plain Black: C0 M0 Y0 K100.

To create a deeper black on backgrounds and large solid areas, use: C60 M40 Y40 K100.

Do not use Rich Black for small text, thin lines, or QR codes. It may cause ghosting, blur, or registration issues.



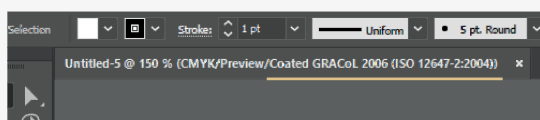
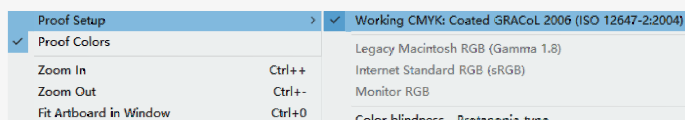
Plain Black
K 100



Rich Black
C 60 M 40
Y 40 K 100

To preview how your design will print, go to View > Proof Setup > Working CMYK, then toggle on Proof Colors. We recommend manually adjusting your hues to fit within the printing gamut to minimize any color shifts.

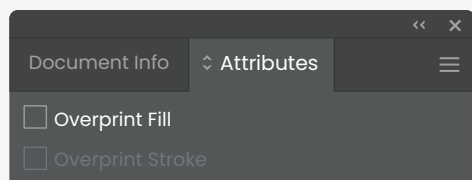
Note: On-screen previews simulate print colors but cannot guarantee a 100% exact match to the final physical output.



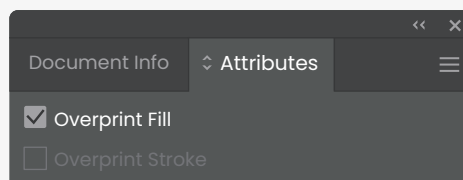
Additional Information

By default, when overlapping opaque colors are printed, the top color knocks out the area underneath. Overprinting prevents knockouts and allows the inks to overlap. To avoid unexpected color results, check that your file does not contain overprinted objects or text.

No overprinting



With overprinting





File Export

1 Recommended Formats

PDF ★ (Preferred), Adobe Illustrator (.AI), EPS, Adobe InDesign (.INDD), CorelDRAW (.CDR)

PDF

Recommended PDF Export Settings:

Scale & Quality:

1:1 scale, High Quality (no password, no downsampling).

Layers:

Keep all guide and artwork layers intact.

Color Output:

Color Conversion: Convert to Destination (Preserve Numbers)

Destination: Coated GRACoL 2006 (ISO 12647-2:2004)

Profile Inclusion Policy: Don't Include Profiles

Output

Color

Color Conversion: Convert to Destination (Preserve Numbers)

Destination: Coated GRACoL 2006 (ISO 12647-2:2004)

Profile Inclusion Policy: Don't Include Profiles

2 Export Settings

- ✓ High quality
- ✓ Embed images
- ✓ Outline fonts
- ✓ No password protection

Adobe PDF Preset: [High Quality Print]

Standard: None

Options

☒ Preserve Illustrator Editing Capabilities

☒ Embed Page Thumbnails

☐ Optimize for Fast Web View

Compression

Color Bitmap Images

Do Not Downsample 300 ppi for images above 458

Compression: ZIP Tile Size: 25



Download
The Template



Insert
Your Artwork



Keep The File Guide
Lines Intact.



Save The
PDF

- Due to the nature of printing and manufacturing, slight variations in color, placement, and finishing may occur and are not considered defects.
- If any issues are identified with your artwork, our team will contact you before production.
- Minor adjustments may be made when necessary to help achieve the best possible print result.



Display & Visuals

Printing. Made Easy