

# GRAPHIC DESIGN TEMPLATES



**Checklist**

**Templates**

**File Types, Sizes & Color Mode**

**Rich Black & Pantone Colors**

**Die-Cut & Special Shapes**

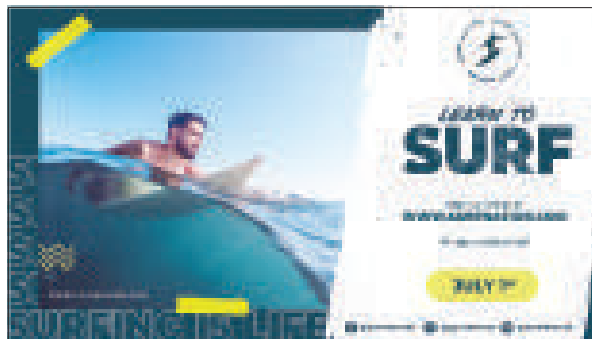
**Vinyl Banners**

**Wind Slits**

**Embedding Images**

# CHECKLIST

- Text is outlined
- Information is accurate and spelled correctly
- Images are embedded and meet DPI requirements  
\*Example to the right
- Pantone colors are supplied if you require a specific color
- All artwork is inside the safe zone areas
- Template layer deleted

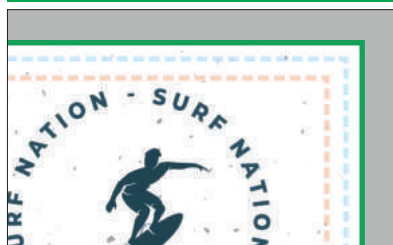


**Resolution:** Make sure all elements are set to 150-300 dpi. Images taken from the web tend to be low-resolution, which can result in blurry or pixelated prints. To check pixelation, zoom in at 100% which is equivalent to viewing from 3ft. away.

**\*It is the responsibility of the client to check for the above issues. Once approved, we will not be held responsible for any errors or omissions.**

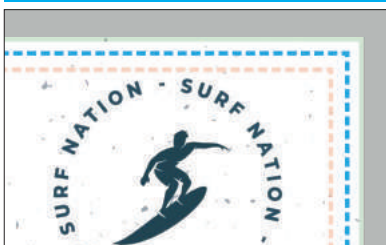
## HOW TO PREPARE PRINT-READY FILES BLEED, STITCH LINE AND SAFE ZONE

### GREEN BLEED LINE



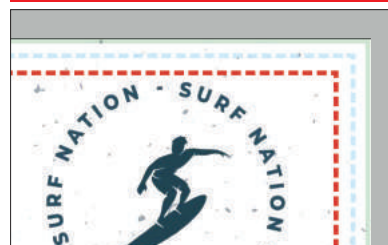
The artwork background must extend to the green bleed line. Any background elements that do not extend to the bleed line will result in white borders.

### BLUE STITCH LINE



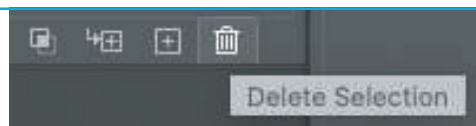
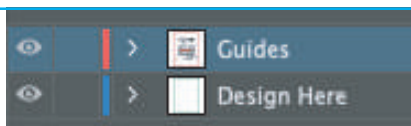
Keep any logos, text or any important information away from the stitch lines. Any artwork interfering with the stitch line may be hard to read.

### RED SAFE ZONE



Keep all text and images within this line. Anything outside this area will not be seen.

**TIP:** After placing your art make sure to delete these guides by selecting the layer and clicking the trash icon.



## FILE TYPES, FILE SIZES & COLOR MODE

These are the preferred file types:

Ai, PDF, EPS & SVG

If you are submitting an Ai file, the images need to be embedded or linked. To reduce file size, please send a high resolution JPG at 150-300 DPI. For all other file formats, ensure all layers are flattened. Any files over 300 MB will be sent back for compression. Under 100 MB is ideal.



We accept these file types however, they are flattened and cannot be edited:

JPG, PNG, PSD & TIFF

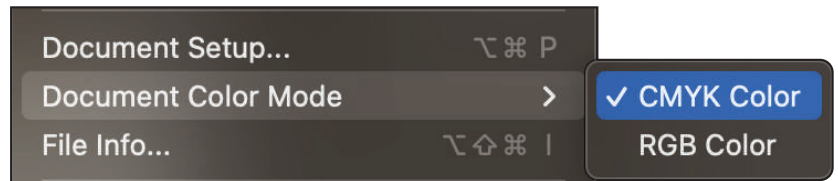


While JPG, PNG, TIFF, and PSD are suitable for digital use, they may not provide the best print quality. These formats can lead to loss of detail, resolution issues, and unexpected transparency when printed. For high-quality prints, it's recommended to use TIFF or PDF formats.



All files need to be submitted in CMYK color mode. Any artwork in RGB color mode will be converted to CMYK, please be aware that colors will differ.

In Illustrator, you can change the color mode to CMYK by navigating to 'File,' then selecting 'Document Color Mode,' and finally choosing 'CMYK Color'



## PANTONE SPOT COLORS

**Pantone Colors:**

Pantone colors provide a universal language of color to ensure your branding color is consistent throughout each print. No matter what equipment is being used Pantone Colors should always be consistent.

Gradients and Pantones do NOT mix well and will appear gray in between colors, so gradients will always be converted to CMYK.



All Pantone Colors must be used from the **Pantone + Solid Coated (C)** book. Any Uncoated (U), Neon/Pastel, Hex (Web) or any other colors will be converted to Coated Colors or to CMYK. To avoid any substitutions, please provide the correct Pantone Color on your artwork.

**Please be aware, the appearance of color can change based on the material on which it is produced. To ensure the correct color, please call out a Pantone color.**

## HOW TO SPOT PIXELATION

Pixelation occurs when you try to resize a low-quality image or when viewing a very low-quality image. To avoid pixelation, set your image at full size at 300 dpi.

### HOW TO SPOT PIXELATION

- 1 Use the Magnifying Glass tool located on the left tool bar of your work space. This will be the last tool on your tool bar.

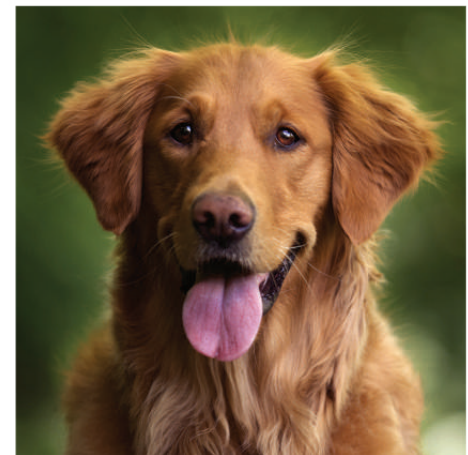
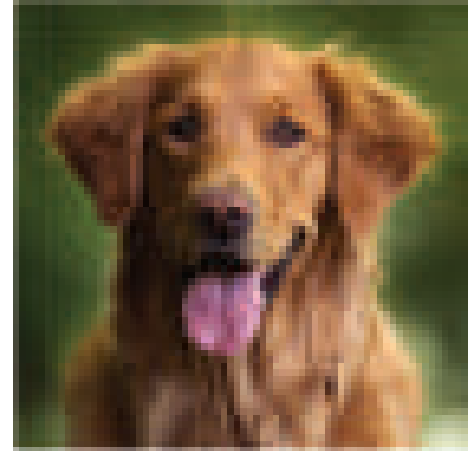


- 2 Click on the image with the Magnifying Glass until you've zoomed in 100%.\* This percentage can be found at the bottom left of your work space.



- 3 If your image looks pixelated at this percentage, then you'll need to supply us with a higher resolution image (150-300 DPI).
- 4 If your file is set up at half size then zoom in at 200% to see if your images are pixelated. If your file is at quarter scale then zoom in at 400%

\* **TIP:** 100% is equal to 3ft away



## HOW TO OUTLINE YOUR FONTS

All fonts must be outlined. Fonts that aren't outlined will be substituted. To prevent font substitutions, save your artwork as a high-resolution JPG file format.

### HOW TO OUTLINE FONTS

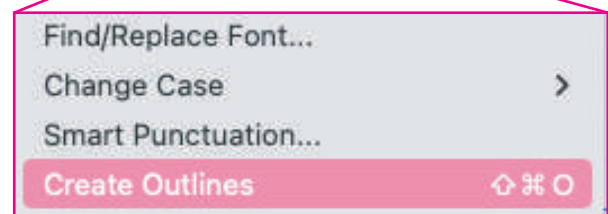
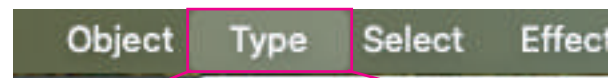
- 1 Click on the text you would like to outline.
- 2 Click on "Type" at the top of your Illustrator work space to open the drop down menu.
- 3 Click on "Create Outlines" on the drop down menu.



Hello



Hello



# SETTING UP RICH BLACK

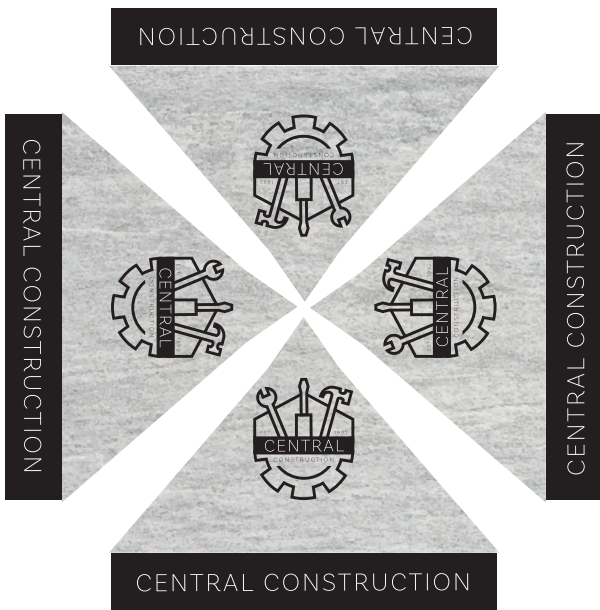
For any heavy areas of black, rich black should be used to create a darker and richer black color. For the best possible results, we recommend a Rich Black value of C=50, M=50, Y=50, K=100. Any heavy areas of black will be converted to our Rich Black unless advised not to.

**PROCESS BLACK**  
C: 0 / M: 0 / Y: 0 / K: 100

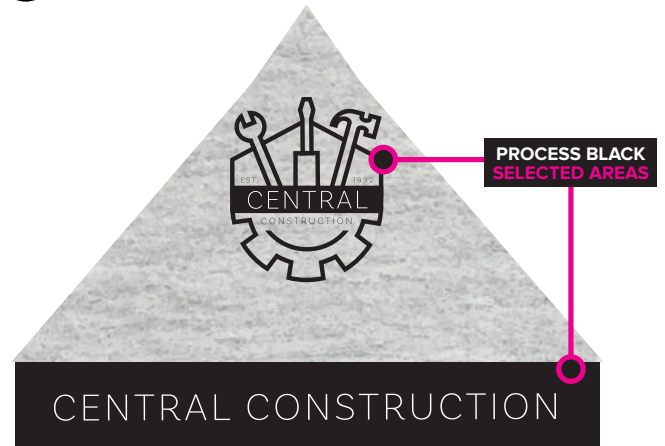
**RICH BLACK**  
C: 50 / M: 50 / Y: 50 / K: 100

## HOW TO SET UP RICH BLACK

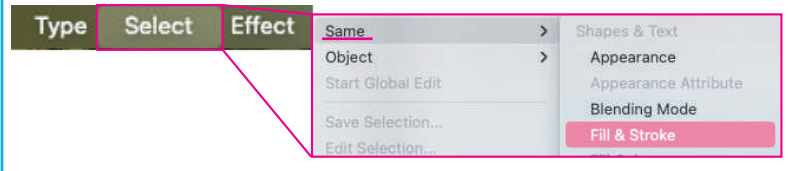
- 1 Set up your design on our templates or to size



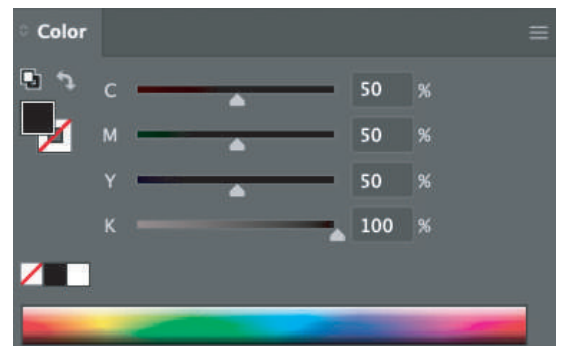
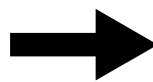
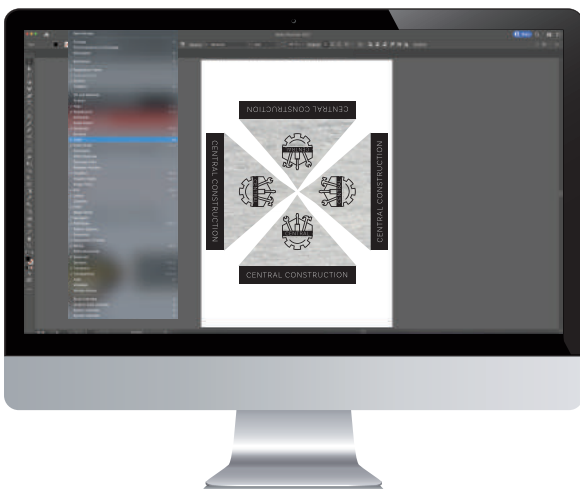
- 2 Select all elements that are black \*



\* **TIP:** To make sure you select all black items you can click on one, click "Select" on your menu bar, drop down to the "Same" option, and then click "Fill & Stroke." This will show you all the items that are that same color.



- 3 Open your Color Window by going to Window > Color.  
Change the color to Rich Black with values at C: 50 / M: 50 / Y: 50 / K: 100



# STICKER & SPECIAL SHAPE PRODUCTS

## SETTING UP SPECIAL SHAPE DIE-CUTS

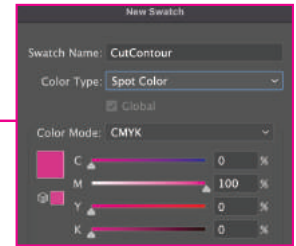
Die-cut are used to create custom shapes for your artwork. For any designs that need to be cut into a circle, special shapes (stickers), rounded corners, includes drill holes, or picked & weeded has to have a die-cut included on the artwork.

### HOW TO MAKE A DIE-CUT

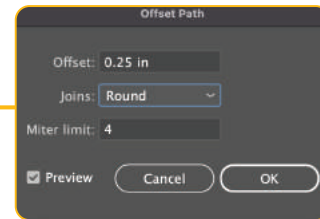
1 Set up your design to size



2 Create your die-cut as a New Spot Color named "CutContour"



3 Add 1/4in bleed to all sides Object > Offset Path > 0.25in



## VINYL BANNERS SETTING UP WIND SLITS

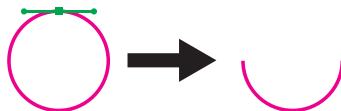
Wind slits cut into the banner allowing wind to easily pass through & to prevent any damage or ripping especially if your banner is hanging in a location with high winds. \*

### HOW TO MAKE WIND SLITS

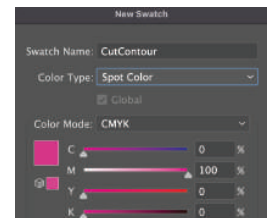
1 Create a 6in circle



2 Remove the top anchor point



3 Create your die-cut as a New Spot Color named "CutContour"





\* **TIP:** Windslits can be put anywhere but should be kept 3 inches from the edges. Avoid placing them over logos or text.

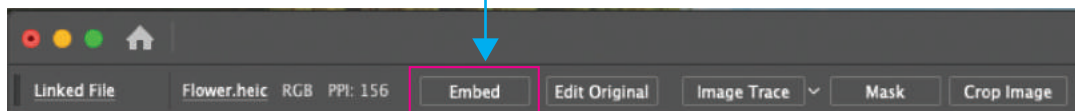
# EMBEDDING IMAGES

## EMBEDDING USING THE DIRECT SELECT TOOL

When using external images on your file you will want to make sure that they are embedded. Embedding your image will ensure that it will retain it's original quality.

### HOW TO EMBED YOUR IMAGE


- 1 Use the Direct Selection Tool to hover over the image. 
- 2 If a blue "X" appears over the image, the image is not embedded. This means when the file is opened on another computer, it will disappear. 
- 3 To embed the image, click on the image, then click on the "Embed" button on the toolbar at the top of you Illustrator work space.



## EMBEDDING USING THE LINKS WINDOW

Another way to check if your images are embedded is using your Links Window in Illustrator. You can find this on the menu bar of your Illustrator under "Window" and "Links."

If you have your Links Window open, you will be able to see if your image is not embedded.\*

**\* TIP:**  Images that are not embedded will have this symbol next to it.

### HOW TO EMBED YOUR IMAGE

- 1 Click on the image that is Linked

- 2 Click on the Drop-down Menu

