

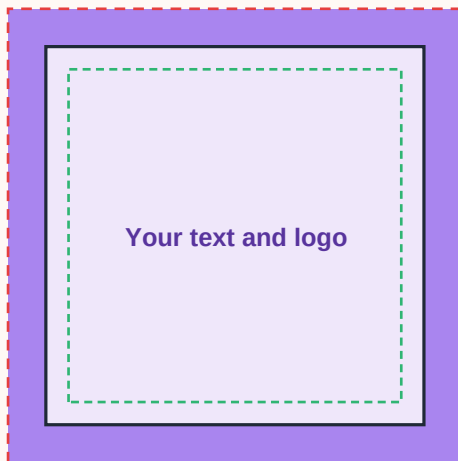


Sticker & label artwork guide

Set up your file once and it prints and cuts the way you see it in the preview.

1 Page size = finished size + bleed

Make your page the finished size of your sticker plus the bleed on every side. Run backgrounds, colours and pictures right to the edge of the page: the bleed is trimmed off, so no white edge shows after cutting. Keep words, logos and barcodes inside the safe area.



--- Bleed

Trimmed away. Backgrounds and pictures must reach this outer edge.

— Cut line

The finished size and shape of your sticker.

--- Safe area

Keep text and important details inside this line, away from the cut.

Product	Bleed	Safe area	Pictures
Individual stickers, labels on roll, sticker sheets	5 mm	3 mm *	300 dpi
Custom vinyl, window and floor stickers	5 mm	10 mm	150 dpi

* Safe area 3 mm (2 mm on the five sizes that also accept a 2 mm bleed). A 5 mm bleed works on every size; for a PNG or JPG on those five sizes, keep its DPI saved in the file (or send a PDF) so we can tell which bleed you used.

Sizes that also accept a 2 mm bleed

Size	Page with 2 mm bleed	Page with 5 mm bleed
Individual stickers, Round 30 mm	34 × 34 mm	40 × 40 mm
Individual stickers, Round 95 mm	99 × 99 mm	105 × 105 mm
Labels on roll, 50 × 50 mm	54 × 54 mm	60 × 60 mm
Sticker sheets, A7 · 74 × 105 mm	78 × 109 mm	84 × 115 mm
Sticker sheets, Oval 48 × 70 mm	52 × 74 mm	58 × 80 mm

Examples

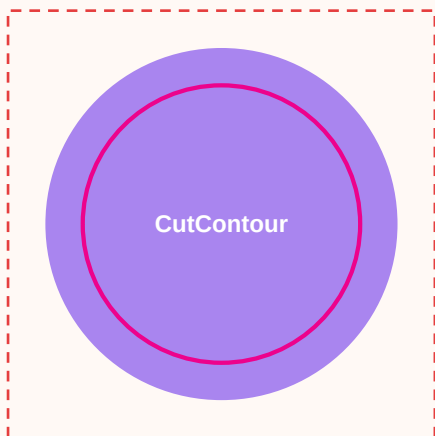
- 50 mm round sticker: page 60 × 60 mm.
- 40 × 30 mm label: page 50 × 40 mm.
- Made-to-measure vinyl, 20 × 10 cm: page 210 × 110 mm (the size you type, plus 5 mm all round).

Round and oval stickers: your page stays square or rectangular. Fill the whole page, corners included, and keep important content inside the round safe line. Free size templates for every size are under Design guidelines > Templates and downloads on each product page.

2 Custom shapes need a cut line

For vinyl, window and floor stickers with the Custom shape, we cut along a line you draw. Put it on the same PDF page as your design:

- A vector outline on the top layer, above all artwork, 1 pt wide, with no fill.
- Its colour: a spot colour named CutContour, set to 100% magenta.
- At least 5 mm inside the page edge, with your artwork running 5 mm past the line all the way round.
- Text and logos 10 mm inside the line.
- A PNG or JPG cannot carry a cut line, so Custom shapes need a PDF.



The magenta outline is the cut. The purple artwork runs past it, so the edge stays clean even if the cut moves slightly. The dashed red frame is the page edge.

No cut line yet? Choose Design with ArtCreators and our team draws it for you. Design online is not offered for Custom shapes, and a Custom-shape file without a CutContour line cannot be accepted.

3 Materials change how colours look

White film and white paper

Anything you leave unprinted shows the white material.

Transparent film

There is no white ink. White and very light parts of your design are not printed and stay clear, and every colour looks lighter because the surface behind shows through. Strong, dark colours read best. The on-screen preview still shows white as white, so judge it with this in mind.

Kraft, natural, off-white and silver materials

The colour of the material shows through the ink, so colours print darker or warmer than on white. Bold, dark designs work best.

4 Final checks before you export

- Fonts embedded in the PDF, or text converted to outlines. A PDF with a missing font is refused.
- Colours set up in CMYK. RGB files are accepted, but bright RGB colours can print duller.
- Overprint switched off for white and light objects: white set to overprint disappears in print.
- Pictures at 300 dpi at their printed size (150 dpi for vinyl, window and floor stickers).
- One page per design, no crop marks and no extra white margin around the page.

5 Save and upload

Save a PDF at the full page size including bleed (PDF/X-4 is ideal). PNG and JPG work too when they are made at the full page size including bleed. A picture made at the finished size has no bleed: it is refused, or - when its size cannot be read from the file - enlarged to fill the bleed, so its edges are cut off.

Upload on the product page. Our design app checks the page size, fonts and resolution, shows a proof (with the cut and safe lines on standard shapes), and only then sends your order to checkout.