

DESIGN SOFTWARE

CSS or lower



Illustrator



Photoshop



InDesign

ACCEPTED FILE FORMATS

Save as:



We accept Adobe Illustrator (.ai), PDF (workable preferred) or EPS files for custom bag artwork.

MEDIA FILE TRANSFER

**Please do not password protect your download link(s).*



WeTransfer
(preferred)



Dropbox



Hightail

ARTWORK SPECIFICATIONS

Please ensure your artwork follows these specifications. Any artwork not adhering to our specifications may be subject to modifications. We cannot accept responsibility for print errors or delay where artwork has been supplied incorrectly.

MAX COLORS

6

CMYK, White and Matte

MINIMUM LINE WEIGHT

0.5pt

Positive

0.75pt

Reverse

MINIMUM CMYK IMAGE RESOLUTION

300 dpi

MINIMUM CMYK COLOR PERCENTAGE

10%

Anything less will be interpreted as white

T T TYPE

OUTLINE all text. All text should be created in Illustrator and must be outlined to convert type into compound paths. Switching editable letters into fixed, un-editable objects means we can print your text exactly as desired.

OR INCLUDE all screen and printer fonts (TrueType, OpenType, and/or PostScript) along with the final artwork to avoid font replacement issues.

ABC → ABC

🔑 COLOR MATCHING

PANTONE SOLID COATED - If you want us to color match any Spot colors (up to 2) to Pantone colors, please provide us with the Pantone swatch number(s). Please note we can only produce a close color match to Pantone colors using a combination of cyan, magenta, yellow, and black inks.

PHYSICAL SAMPLE OR PRINT-OUT - If you want us to color match any CMYK images or spot colors (up to 2) to a physical sample or print-out, please provide us with 2 identical color references.

🖼️ USE CMYK COLOR MODE

Digital printing is completed using 4-Color Process inks (Cyan, Magenta, Yellow, and Black). All linked images, Spot/Pantone colors, and graphics must be in CMYK color mode prior to artwork submission.

Unwanted color shifts can occur if artwork is converted to CMYK color mode after the design is completed. So, it's best to set up your artwork in CMYK color mode at the beginning of the design process.



🖨️ SET ALL BLACK TO 100% K

Set all black areas to Solid Black (100% K) and not 4-Color Rich Black. Also, DO NOT use the Registration color swatch

✅ 100% BLACK

❌ CMYK Black



WHITE BASE & MATTE FINISH SET UP

WHITE BASE (Partial) - If any area of your artwork does not require white ink to be printed, please create a diagram on a separate layer named White Base.

• **Metallic Substrates:**

Areas without white base will appear metallic.

• **Clear Substrates:**

Areas without white base will appear clear.

• **Kraft Paper Substrates:**

Areas without white base will show kraft paper material.

MATTE FINISH (Partial) - If any area of your artwork requires a matte finish, please create a diagram on a separate layer name Matte Finish. Knock-out areas will indicate GLOSS unless indicated otherwise.



LOGOS AND VECTOR ART

Logos and vector graphics (with no images and/or added effects and filters) should be created in Illustrator or InDesign to ensure sharpness of print. Vector graphics are based on mathematical calculations that are made up of points rather than square pixels, allowing the creation of clean and smooth lines and shapes. This means you can adjust the graphic to any size (large or small) without losing sharpness. We recommend the use of vector logos and graphics whenever possible.



SAVE EACH DESIGN SEPARATELY

If you have multiple designs/versions, please save each design/versions separately. Do not save multiple designs/versions in one source file. Each file should only contain the information for a single design.



BARCODE

We have barcode software that will re-generate your barcode in the correct format to ensure it can be scanned. Please include your barcode numbers along with your finalized artwork submission.



IMAGES

Include any Photoshop files used to create placed images. Do not flatten layers in Photoshop. Do not embed image files in Illustrator. All supporting files must be included in a separate folder.



INCLUDE PROPER BLEED

In printing, “bleed” refers to the extended print area outside of the trim lines. It is important to include a proper bleed to ensure your design (i.e. images, graphics, or solid color areas) will reach all the way to the edge of your bag after it’s trimmed and formed

Please follow the bleed information on our templates.



ARTWORK CHECKLIST GUIDE

Set Your Artwork in CMYK Color Mode - Your artwork must be set up in CMYK format with no RGB or HEX color information.

Set All Black Colors to Solid Black (100% K) - Black colors should be 100% K (Solid Black) and should not contain any cyan, magenta, and yellow color values.

Resolution - A minimum of 300 dpi is required for any images that are used in your artwork.

Outline All Text - All text needs to be converted to outlines.

Image - Supporting images are included in a separate folder.

Bleed - Design complies with bleed information indicated on our template.

Save Each Design Separately - Each file only contains a single design.

Accepted File Formats - Illustrator, PDF (workable preferred) or EPS format.



QUESTIONS?

Looking for a custom quote? Unclear about artwork submission? We are here to answer any questions you may have. Please contact us via phone or email.