

Artwork Guidelines

To get the best print results, here are some helpful tips for designing your stationery.

BUILDING YOUR ARTWORK

Using the Artwork Specifications & Order Process file for reference, build your artwork to the correct size (or hire a designer to do so) with the creative software of your choice. We recommend using Adobe Creative Suites.

BLEEDS

What is a bleed? - The bleed is an extra amount of image/background that extends past the final trim size when you want the ink to go right to the edge of the paper. It ensures quality edges and is trimmed off in production.

- If your design does not have a bleed, set the file/document size to the actual size of the piece you ordered.
- If your design does have bleeds, extend the image/background at least 0.125" on each side. Your file will be set up larger than the actual trimmed size of the piece.

MARGINS

- Make sure the vital artwork has a margin of at least 0.125" from the inside of all edges, with no text or important image components going into this area.
- We always take great care when printing, however, because of the bumpy texture of the plantable paper, please allow for slight shifting in your design. Avoid using a border that follows the edge of the paper.

RESOLUTION

All artwork (including embedded images) must have a resolution of at least 300ppi/dpi at 100% size for best results.

COLOR

- Please use CMYK numbers/four-color process numbers. If RGB or Pantone swatches are used, we cannot guarantee color accuracy.
- If submitting artwork, please provide an uncoated Pantone number that we can match to as close as possible. These Pantone numbers are for our reference only, the artwork should remain in CMYK.

NOTE: NOT ALL PANTONE SWATCHES ARE ACHIEVABLE WITH CMYK BASED PRINTING BUT OUR PRINT TEAM WILL MATCH THE COLOR AS CLOSE AS POSSIBLE.

- If printing on colored seed paper, please note that all colors will print differently than they would on white.
(See PRINTING ON COLORED SEED PAPER)

CROP MARKS

- Please submit the artwork without crop marks.

APPROVED FILE FORMATS FOR SUBMISSION

PDF (PREFERRED)

- PDFs need to be the highest resolution possible (at least 300dpi), including all elements contained within the PDF. Example: If there is a raster image in your PDF (jpeg, png, gif, etc) that is low resolution, this may result in a pixelated or fuzzy looking print. Avoid using images from websites, as they are screen resolutions and are much smaller than they appear on screen when at 300dpi (print resolution).

Adobe Illustrator, InDesign, or Photoshop & EPS

- Any guides must be on a non-printing layer.
- All fonts used in the artwork need to be sent with the artwork, or converted to paths.
- Links (images used in the artwork) need to be sent with the artwork as high resolution files (at least 300ppi/dpi) or be embedded within the document.

Jpegs and Tiffs

- When sending your art as one flattened raster image, ensure it is saved at a high resolution (at least 300dpi) at the correct size. If bleeds are included, make sure the size and graphics have been adjusted accordingly (See BLEEDS).
- DO NOT include any guides in flattened raster artwork.

FILES SENT IN WORD, POWERPOINT, OR EXCEL ARE NOT ACCEPTED.

PRINTING CONSIDERATIONS

- Solid dark printing is not recommended, but is not impossible.
- Seed paper is an uncoated paper so some slight bleeding will occur. Small, thin fonts may be harder to read so we recommend at least an 8 pt font or 7 pt if the text is in all caps.

PRINTING ON COLORED SEED PAPER

- All colors will print differently when the inks mix with a colored paper instead of white.
- Color matching is not guaranteed on colored seed paper.
- Darker, one or two color printing is recommended.

VARIABLE DATA

If you require printing with variable data (example: custom names on individual place cards), the fee is a flat rate of \$85. Please contact us to add this to your order or for more information. You will also have to supply the variable data fields in an Excel spreadsheet and the variable text fields in your submitted artwork must be editable.

PLANTING INSTRUCTIONS

We recommend including planting instructions in your artwork.

For example: *Plant and grow. Cover the seeded paper with 1/8" of soil. Place in a sunny spot and water often. Watch wildflowers bloom!*

We can also supply the icons below in a vector format when requested if you would like to use them in your artwork.

