Custom Shape Window Stickers

Make your artwork print-ready - To smoothly transition from the design stage to printing.

Set up your file

We recommend using our templates but you can also set up your document size according to shape you have chosen, including 2-5mm of bleed. We also ask for the quality of your artwork to be 150dpi resolution.
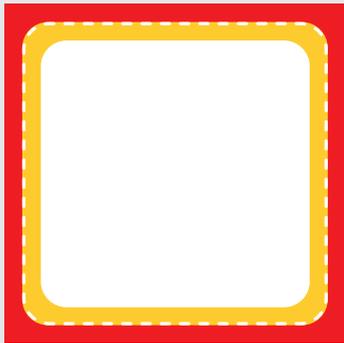
Bleed
The bleed extends 5mm beyond the edge of your finished document. Colours and images must extend beyond the edge of the document.

Trim Line
The trim line is the final size your artwork will be trimmed to

Safe Area
It is recommended that your artwork is at least 5mm from the edge of the page if it's not meant to bleed off.

Cut Contour

If you want your product to be cut to a custom shape, you will need to add an outline of your shape on top of your artwork. Make sure that the width of the stroke is 0.5pt, the colour is 100% magenta spot and named "CutContour".

Please note that bleed is still needed for custom shaped design, meaning your design must go at least 2mm past the contour cut line.
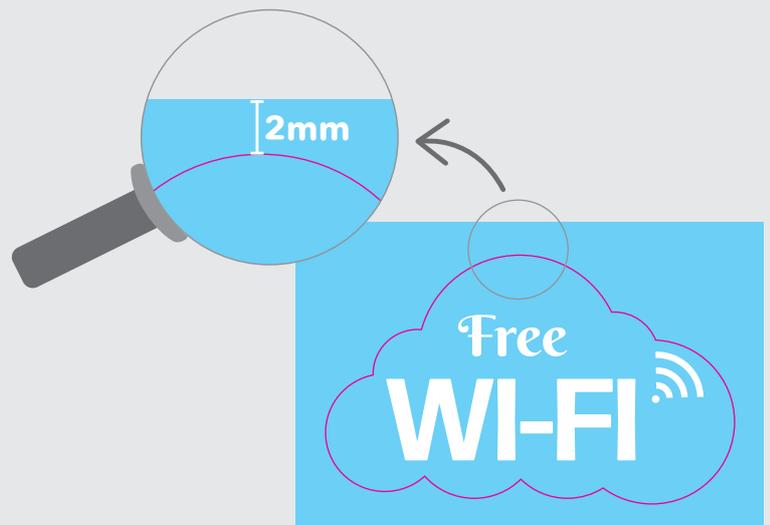
Example 1

IMPORTANT!
Please ensure that you supply at least **2-5mm bleed** on your artwork. The bleed should be present wherever elements are cut out. i.e. if your artwork is a rectangle with a circle cut out of the centre, you should ensure that there is 5mm of bleed around the outside of the rectangle and on the internal of the circle.

Need more help?
We have a range of templates for you to choose from!
You can find them at the bottom of each product page.

Custom Shape Window Stickers

Setting up your keyline / cutting guide

Creating your keyline layer

Once you have designed your artwork in Adobe InDesign or Illustrator, create a new layer that will contain the key-line of your design. This layer should be named "CutContour".

IMPORTANT!
The software we use to print is case sensitive, so make sure that both C's are capitalised and there is **no space** between the words "Cut" and "Contour".

Creating a new Swatch

Step 1:
Once you have created the layer, create a new colour swatch. If you're using InDesign you can create a new swatch by going to Window > Colour > Swatches. In Illustrator click Window > Swatches. The Swatch tab will appear.

Step 2:
Click the + at bottom of the Swatch tab and this will add a new swatch. From there, we recommend that you choose a colour that stands out against your artwork to ensure the keyline is clearly visible. We recommend 100% magenta for most artwork.

Naming the Swatch

Once you have selected your colour please do the following:

- Change the swatch name to "CutContour"
- Change the colour type to a spot colour
- Ensure that the colour mode is CMYK

Steps to creating your keyline

The keyline you create for your artwork is the guide that our software will use to cut out your shape. There are numerous methods for creating keylines, the most popular one is outlined below:

Step 1:
Click on the artwork layer, select the shape that is going to be cut out, i.e. if you want the final result of your artwork to be shaped like a cloud, you will select the cloud shape that you have created.

(You do not need to select any other content such as text etc. just the shape that will be cut out)

Step 2:
Go to Edit or Right Click>Copy

Step 3:
Select the "CutContour" layer and Edit or Right Click>Paste in Place onto that layer.

Step 4:
Once this is done, you need to outline your shape with the "CutContour" swatch colour and select **no fill**. Your shape **outline** should be 0.5pt stroke size.

Step 5:
Make sure that your shape is 2mm bigger than the magenta keyline.

**Please see example 1 on next page.**

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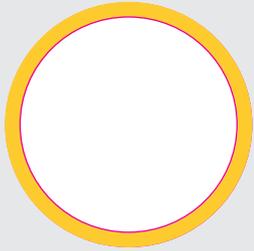
Bleed

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Trim Line (CutContour)

The trim line is the final size your artwork will be trimmed to

Keyline Checklist

- ☐ It clearly indicates the area which will be cut out of the graphic
- ☐ The stroke size is 0.5pt
- ☐ There is no fill colour
- ☐ It has the "CutContour" swatch applied to it (100% Magenta)
- ☐ It is not flattened to the artwork in any way and therefore can be removed easily
- ☐ Your artwork is 2mm over the keyline
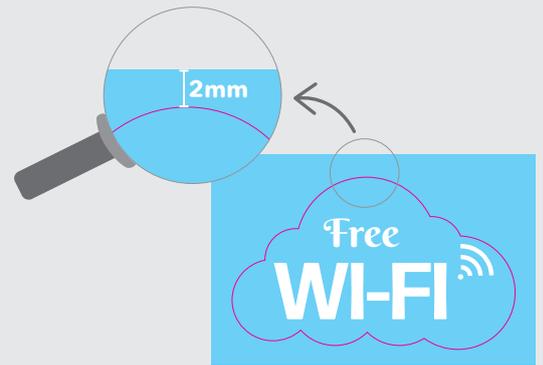
Example 1
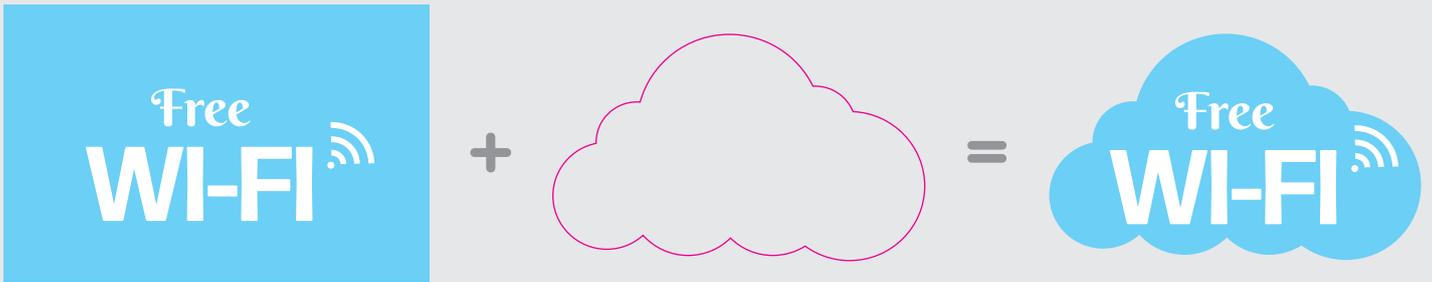
Saving your PDF

Export your **PDF** using the High Quality Print preset, ensuring that you have ticked to include both crop marks and bleed. We ask for the quality of your artwork to be **150dpi resolution** if saving as a PNG file.

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