



At **Sticker Aid**, we utilize **Adobe Illustrator** as our primary software for creating and reproducing designs. While Illustrator is preferred, we also accept artwork in other compatible file formats listed below. When submitting artwork, please ensure that all linked or placed files are included. If your artwork contains transparencies, they should be flattened before submission. Additionally, all fonts used in the document must be provided to ensure accurate reproduction. Alternatively, you can convert your text to paths or outlines, but note that this will prevent us from making text adjustments before production.

## Preparing Artwork for Reproduction: Raster vs. Vector

### Raster Images

Raster images are commonly used in photography and digital applications, made up of pixel data. When taking a picture with your phone or camera, the image is saved as a raster file. For the best results, images must be a minimum of 300 DPI (dots per inch). Lower resolutions like 72 DPI, typically found online, are not suitable for high-quality printing. Common programs for editing raster images include **Adobe Photoshop** and



### Raster Image Editor.

- Supported raster formats:
  - .tiff (Tagged Image File Format)
  - .psd (Adobe Photoshop Document)
  - .pdf (Portable Document Format)
  - .jpg (Joint Photographic Experts Group)
  - .png (Portable Network Graphic)
  - .gif (Graphics Interchange Format)
  - .bmp (Bitmap Image File)

## Vector Images

Vector images, created through mathematical paths and curves, are ideal for logos and icons because they scale smoothly without losing quality. Programs like **Adobe Illustrator**, **CorelDraw**, and **Sketch** are commonly used to create vector artwork. Vectors are also lightweight in file size compared to raster images, but you'll need vector-based software to edit them.

- Supported vector formats:
  - .ai (Adobe Illustrator Document)
  - .eps (Encapsulated PostScript)
  - .svg (Scalable Vector Graphic)
  - .pdf (only from vector programs)

## Size, Orientation, and Cut Lines

Ensure your artwork fits within the cut lines to stay within the printable area. Important details should be at least 1/8" away from cut or crease lines. For edge-to-edge printing, extend the artwork beyond the cut line by 1/8" to the bleed area, as anything outside the bleed will be trimmed during production.



At Sticker Aid, we take pride in producing high-quality stickers that meet your specifications and standards!