



## Artwork Guidelines

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

### Size & Bleed

- When designing the piece, set the file/document size to the actual size of the piece you ordered. When using bleed, please add at least 1/8" of bleed on each size. Your file should be set up bigger than the actual size of the piece. For example: the file size for a 2 x 3 1/2" business card with full bleed would be 2 1/4 x 3 3/4". Pricing is based on artwork without bleed.

### Margins

- Make sure the artwork has a margin of at least 1/8" all around the edges (white space). Artwork that allows for slight shifting is preferred, because of the erratic texture of plantable paper. Avoid using a rule line (a border that follows the edge of the paper).

### Resolution

- Please send images and logos used in the artwork with a resolution of at least 300ppi/dpi.

### Color

- Please use CMYK-numbers or 4-color process Pantone (PMS-numbers). If RGB or other Pantone numbers are used we cannot guarantee the accuracy of the color output.
- If submitting artwork, please provide an uncoated pantone number for best color accuracy.

### Planting Instructions

- We recommend including planting instructions in your artwork. For example: Plant and grow. Cover the seeded paper with soil. Place in a sunny spot and water often. Watch wildflowers bloom!

### Crop Marks

- Please submit the artwork without crop marks.

## Format

### PDF

- PDFs need to be the highest resolution possible (at least 300ppi/dpi).

### AI, EPS, InDesign, PhotoShop

- All outlines and rule lines must be on an unlocked layer, or removable.
- All fonts used in the artwork need to be sent with the artwork.
- Links (logos and/or images used in the artwork) need to be sent with the artwork in a high resolution PDF/JPEG (at least 300ppi/dpi).

**Files sent in Word are not recommended.**

## Order Information

We are here to assist you with your special project! Please contact us with your questions and project ideas.

### Price

- Prices include full-color printing (no bleed), standard ink coverage (around 30%), trimming and assembly (if applicable). They do not include freight or insurance to ship the order.

### Set-Up Charges

- Please add \$35 for single sided artwork set-up and \$50 for double sided artwork. Additional changes to the layout may incur a charge of \$25 per proof.

### Overview

- Artwork: Please leave at least an 1/8" margin on all 4 sides. Bleed not included in price.
- Proof: We will send you a proof for approval, prior to printing. There is no charge for the proof.
- Payment: Payment is requested prior to commencing the job. We accept Visa and MasterCard, and American Express.
- Order Times: Turn-around times are two weeks from date the layout is approved for orders up to 2,500 pieces and three weeks from date layout is approved for up to 10,000 pieces. Rush orders also available – please call to inquire.

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Place in a sunny spot and water often. Watch wildflowers bloom!