

# Artwork Guidelines

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

## TEMPLATES

Product templates are available, and can be emailed to you in PDF format - then edited using design software such as Adobe Illustrator or InDesign.

If you are implementing a seed paper shape into your design, full-size JPEGs of those shapes are also available for placement.

## 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.



## PAPER STOCK PRINTING GUIDELINES

### PRINTING ON CARDSTOCK

- Full-color CMYK printing is included in pricing. Check product listing to see if bleed is available.

### PRINTING ON SEED PAPER

- Pricing includes up to 30% ink coverage.
- Solid dark printing is not recommended, but is not impossible.

### 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.

## APPROVED FILE FORMATS

### PDF

- 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 and logos taken 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

- All guides must be on an unlocked layer, or removable.
- All fonts used in the artwork need to be sent with the artwork, or converted to paths.
- Links (logos and/or 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 SIZE & BLEED).
- DO NOT include any guides in flattened raster artwork.

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

## FILE PREPARATION

There are a few common things to consider when preparing files for optimal printing.

### SIZE & BLEED

*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 a bleed, please add at least 0.125" of bleed on each side. Your file will be set up larger than the actual size of the piece. For example: the file size for a 2" x 3.5" business card with full bleed would be 2.25" x 3.75".

### 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 logos and 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.

- Please be advised that if printing on colored seed paper, 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.



# Order Information

We are here to help make your special project perfect. Please contact us with your questions and project ideas.

## SAMPLES

We are happy to provide samples of some of our most popular pieces or specific items upon request. Additional shipping costs may apply.

## PRICING

The pricing you see throughout this catalog is based on the following:

- Full-color printing, with bleed (in most cases)
- Standard ink coverage - no more than 30%
- Trimming and assembly, if applicable
- White plantable paper (unless otherwise specified)

There are many other paper options available at an additional cost. To see this selection visit Page 69.

Pricing does not include freight or insurance to ship the order.

## SET-UP FEES

A \$35 set-up fee will be added for single-sided artwork, and \$50 for double-sided artwork. Additional changes to the layout may incur a charge of \$25 per proof.

## PROOFS

To begin the proofing process, we require:

- Confirmation of the order and prepayment
- Your custom artwork or logo

Digital proofs via email will then be provided within 24 hours. This service comes at no additional charge, unless there are significant changes to the design and further proofing is required.

## HARD COPY PROOFS

A printed hard copy proof can be provided prior to printing or ordering. This process does increase the production timeline, but will provide the best possible assurance that your design will print exactly as you envision it. Hard copy proofs are printed on an untrimmed sheet of seed paper with crop marks. Set-up charge(s), a \$10 print fee, as well as shipping costs will apply.

## ASSEMBLED SAMPLES

Should a full mockup of your custom artwork or packaging be required (assembly and die-cutting included), an additional charge of \$75 for set-up will be applied. If a custom die shape is needed, we can help with that too. To ensure smooth-running production, any custom die shapes will need to be ordered 2 to 3 weeks in advance of printing.

## COLOR MATCHING

We do our very best to ensure that every promotional piece printed matches your corporate colors. For the best accuracy, a Pantone number from the uncoated library should be provided.

## TIMELINE & TURNAROUND

Average turnaround time is approximately 5 to 10 business days from the time of proof approval on orders up to 5,000 pieces. Larger scale orders (up to 10,000 pieces) may require more time. Once your proof is approved and payment is received, we will work with you to establish an ideal timeline. If you require a faster timeline, additional rush fees may apply.

## SHIPPING

All orders ship using either FedEx or UPS. We'll work together to find the solution that's best for you. All we need to know is when you need your order by, and we'll ensure that it gets there on time.

## INTERNATIONAL SHIPPING

When it comes to seed paper product traveling around the world, we have a lot of experience to provide you with peace of mind that your products will arrive when and where they need to be. Just let us know where you would like to ship to, and we'll make sure that any additional permits, certificates, and information are in place to get it there with ease. International shipping does require extra time and charges, but we do our very best to make it all go as smoothly as possible.

## CUSTOM PROJECTS

### CUSTOM SIZES, SHAPES & PRINTING

Seeing great ideas come to life is what we do. Seed paper is such a versatile and creative medium for promotional products. If you have an idea you'd like to discuss, contact us! We're happy to work with you and help make it happen.

### CUSTOM SEED BLENDS

Unless otherwise specified, all of the prices in this catalog are based on white wildflower seed paper. If you have something special in mind, just let us know - and we'll let you know if there will be additional costs involved. Herbs such as dill, basil, parsley, chive, and mint are all common, as are vegetables like carrots, tomatoes, and lettuce. As long as the seed is small enough (and doesn't count as a weed), we'll try our hardest to make it work for you.

