THE ORIGINAL STICKER GUY!

Artwork Instructions

Black & White (B&W) stickers

🔶 Whether your artwork is black on a white background, or black on a white background both will still print with black ink on white vinyl.

🔶 Please upload and position your black & white artwork just as you want them to print.

- Details about the formats we accept
- Templates for standard sizes
- Halftones explanation (read if there are **greys** in your artwork!)
- more details follow on page 2

🔶 Still have questions? Please write artwork@stickerguy.com

Artwork Details & Tips

Black & White (B&W) stickers

1. High resolution artwork is key – if your artwork is blurry, tiny and low resolution your stickers will print with a very pixelated look. Native vector artwork is best since it can be shrunk or enlarged without losing quality. We have templates online that all are sized to the correct dimensions and correct minimum resolution. Our templates also show the safe zone for anything you do *not* want to be cut-off.

2. It's best to keep your artwork simple - thin lines and tiny text will not print well especially with some of the smaller stickers we offer. The thin lines or tiny text will either dry up in the silkscreen and not print at all or the text will be illegible. With our own designs, we never go smaller than 10pts for any text and sans serif fonts are best.

3. Shading is discouraged especially with smaller stickers, because it will be halftoned. Halftones are dots that from far away look like shades of any color, up close the dots will be very visible. With smaller stickers the halftone dots will be much larger than halftones on larger stickers.

4. Anything you don't want to be cut-off should be at least ⅛" away from any sticker edge. Keeping text too close to the sticker edge, or having thin borders, will produce stickers that have your text cut-off or uneven borders.

5. More details & guidelines are on our website