everything you need
to know about

Kiss Cut Stickers

SAIC SERVICE BUREAU

Stickers in any shape!

Your designs will be printed using our Latex printer onto high quality adhesive material, either matte or glossy, making them durable and long lasting.

7–10 day turnaround time

We print your stickers using our Latex printer for highest quality and durability and cut them out with extreme precision using our vinyl cutter.

There are not rush options for stickers and times depend on correct file set up.

Sticker orders are submitted via our Digital Storefront at the link below.

https://www.sbureau.artic.edu

Illustrator is the best program to use for creating custom stickers.

Adobe Illustrator is available on the Self-Service compuers around campus.

It is also available through the schools Creative Cloud application program.

If you are unsure how to download software and need assistance please visit one of the Help Desks on campus.

http://www.saic.edu/crit/

What does Kiss Cut mean?

Kiss Cut

This means your stickers will include light cuts within the border of the stickers. They can be peeled out of the backing material and the backing material remains intact.

Your order will come on a roll that you will then cut down to size.

They will have an adhesive border that protects the shape of the cut. Great for designs with subtle cuts and shapes.

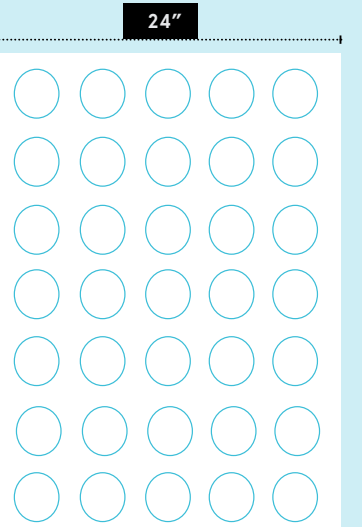
The cropped stickers will stay intact, perfect for distributing them at events.

You can also create Sticker Sheets with this process, providing multiple designs on one sheet for handing out.

FILE SETUP - ILLUSTRATOR

Our stickers will be on a roll with a maximum design + cutting width of 24 inches.

This means you will receive a 24" wide sheet with multiple stickers in a grid. You will cut them down to create rectangles or squares with one sticker on each.

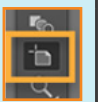


We only recommend setting up a grid if you have multiple designs you want cut in a specifc layout.

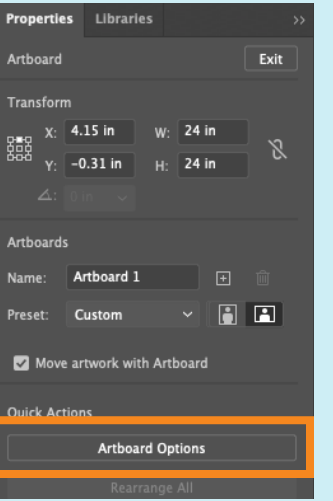
Otherwise, submit single files.

1 STEP BY STEP

We recommend designing your sticker in whatever software you prefer and then copying and pasting the final design into the Illustrator file you will use for submission.



File > New > Document.
Once you have your sticker design ready open a new Adobe Illustrator file.

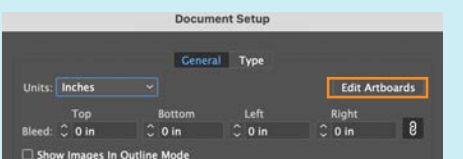


•Create an Artboard that is just large enough to hold the design and the area around it where you intend to have it cut.

· You can always adjust the height of your art board later if you need more room under Document Set Up.

· You will upload one sticker and simply order "copies" to get the number desired.

·If you have multiple sticker designs you will submit each as a separate job.



The next steps are very important and require some knowledge of Illustrator and using paths within this software.

All SAIC students have access to LYNDA.com and we highly recommend their Illustrator 2021 Quick Start Guide. Link to SSO for SAIC users can be found here. - https://bit.ly/3aZiCuC

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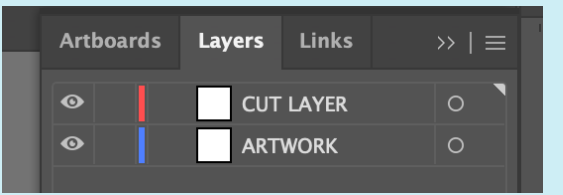
Make TWO layers:
Name them CUT LAYER + ARTWORK

The ***CUT LAYER*** will only hold the paths you create for cutting. This will not print.

The ***ARTWORK LAYER*** will only contain the artwork and any text. This is the layer that will be printed.

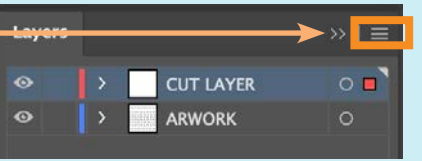


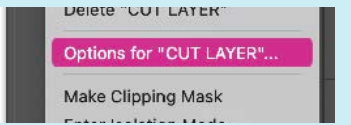
Artwork Tips:
Using images pulled from the internet are not recommended. At least is 300 dpi preferred.

Certain fonts can be made smaller than others. If your artwork contains a font smaller than 6pts, we recommend ordering a smaller batch first.

Products are easy to reorder once you are satisfied with the design.

After making your CUT LAYER, make sure the layer is selected and then choose **Options for CUT LAYER** from the palette flyout menu.

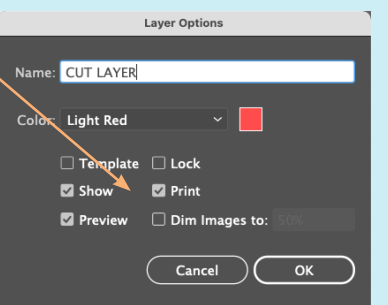




<u>A small window will pop up.</u>

- Make sure that Print, Show, Preview are all checked.

Most important → Check ***Show + Print.***



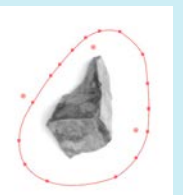
This will enable you to see where your paths are and allow our printing and cutting software to see your path.

The paths will not print but instead a cut file will be created and sent to the plotter at the same time as it is sent to print.

3

Place images/text on **ARTWORK** layer + make your paths for where you want the cuts to happen on the **CUT LAYER**.

ARTWORK LAYER

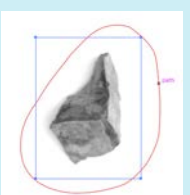


CUT LINE LAYER

What is a path?

A path contains on or more straight or curved line segments that you draw on your canvas using the Pen, Pencil or Curvature tool.

If you need more assistance take a look at Adobe Illustrators help page or Lynda.com.



Preview with both visible.

Layout Tips:

The color of the line for your artwork and path my be different. No problem! The line for the cut layer is where the sticker will be cut.

Each cut path will need to be closed in order for your sticker to cut correctly and be able to be peeled off the backing.

Adobe link to help you get started with Illustrator and making paths:
https://helpx.adobe.com/illustrator/using/artwork-essentials/paths-and-shapes.html

Helpful Tips For Making Paths: What is the Offset Path Tool?

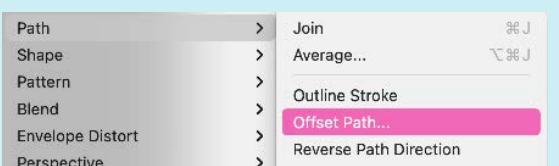
One of the most useful tools when creating stickers is the Offest Path Tool. It is used to create a replica of an object from a specified distance from the original. In other words, you can create a duplicate of an object you created and expand its size proportionate to the original object.

This can help you create the cut paths you will need - a specific distance + shape from your artwork.

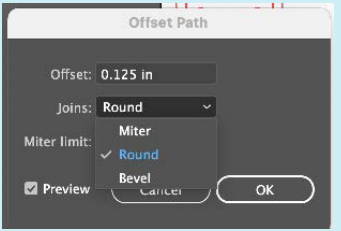
Link to **Adobe Video Tutorial**
https://adobe.ly/3tSu0kl

Choose the Selection Tool and Click and drag to select your artwork.

Choose Object > Path > Offset Path.



A window will pop up giving you options for the Offset angle.



Tip: This sample uses an Offset value of ,125in, and **Joins** is set to Round to create a rounded corner (use Miter for pointed corners, or Bevel for squared corners).

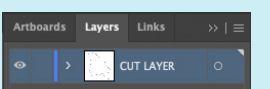
The Miter limit is set to 4. You may want to choose a higher limit for shapes with acute angles.

Make sure **Preview** is selected so you can see the distance.

Reverse the Fill and Stroke color:
If the default Fill color (in the Toolbar) is set to black and the default Stroke color is set to none (indicated by a red slash), click on the double arrow between the boxes to reverse the settings.

Tip: If the default Fill and Stroke colors are different, click once on the Fill box and click on the white icon with the red slash in the Color panel to set it to none. Then click once on the Stroke box and click on the black icon in the Color panel.

Then you will move this new outline to your CUT LAYER.

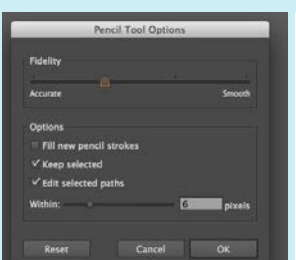


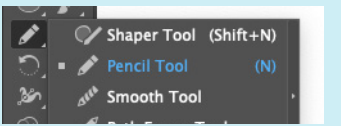
Helpful Tips For Making Paths: Freeform Path Tool

The pencil tool is a great tool for creating freeform shapes in Adobe Illustrator. Select it from the tools dialog box and click and drag to draw.

If you do not see any lines after unclicking when you are finished drawing, the stroke may be set to zero.

The pencil tool will automatically adjust the lines you draw to make them look smoother. If you double click the pencil tool icon in the tools panel, you can view the options for the pencil tool's fidelity.





If you draw a line and would like to extend it or alter it, you can join a new line to it. Make sure the first line you drew is selected with the direct selection tool.

This effect can also be applied to other shapes, which can be incredibly useful in altering shapes you created with the pencil tool or preset shape tools.

File Setup Tips

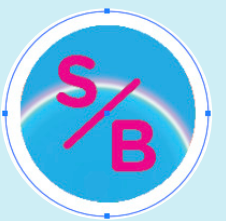
How do I know where the edge of my sticker will cut?

You decide where the edge of the sticker will be with the path you create.

If you want a white border around your design make sure you offset the path as far away from the image as you need.

Make sure your cut line is at least 1/8th inch or .125in outside of your important text or graphics

Keep in mind there may be a bit of a shift so leave enough space for it to not be noticible.



White border sticker

If you don't want your sticker to have a white border and want your design to "bleed" over the edge you will set up your file to include at least an 1/8in or .125in area past the cut line you have set.

Full Bleed sticker

Without bleed

Nasty white edge

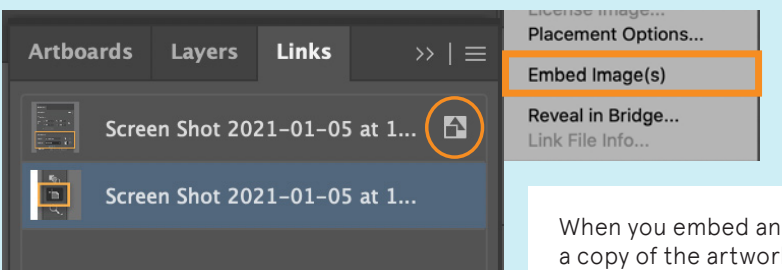
With bleed

Awesome sticker

4 Embedding Images and Outlining Text

Once you have completed your file make sure that you embed all your images. *If you do not do this it can result in quality issues with your order.*

Open the ***Links*** pallate and select all the images used in your file, click on the fly out menu and choose ***Embed Image(s)***.



Once you have done this you will see a small icon next to each image that tells you it is embedded.

When you embed an image, a copy of the artwork is incorporated into your illustrator document. This means your artwork placed into your document will be submitted with the file uploaded to the Digital

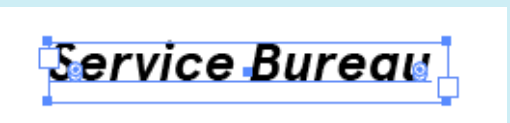
Next step, you need to create outlines for all your text.

There are so many custom fonts in the world and there is a chance that your sticker or artwork has a special or unique one.

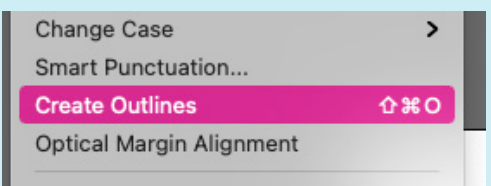
Outlining your fonts is a quick and easy way to make sure your fonts appear as you intended them when you submit your order.

First make sure all your text layers are unlocked.

Select all of the text in your file.



From the **Type** menu select **Create Outlines**



Once you have created your outlines you can check your file to make sure ALL your fonts are outlined by going to View>Outline.

The text should look like this image.

5 SAVE AND SUBMIT

Select "Save As" from the File drop down menu. Name your file and select Adobe PDF format in the save as dialogue box.

Click **"OK"** to save.

In the next window choose the following settings:

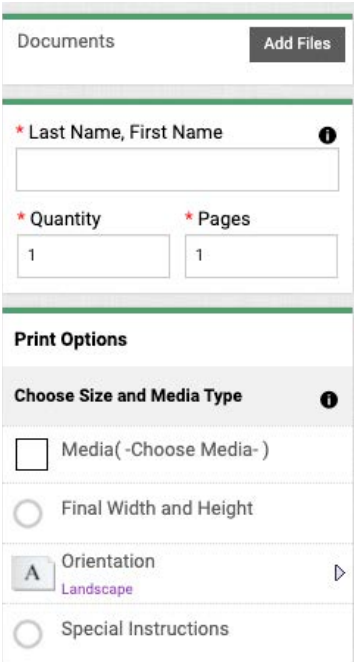
Adobe Preset Choose:
High Quality Print

All Sticker orders are submitted via our Digital Storefront.

To get started head to:
Service Bureau Online Submission (URL)
http://sbureau.artic.edu

If you have any questions about file set up or submitting please sign up for a remote consultation with our techician.

DIGITAL STOREFRONT



Choose **Stickers** from the Product section and continue by clicking the "Begin Submission Process" button.

The next step will involve **Adding Files**, choosing **Media** and designating the **Final Width and Height** of your file.

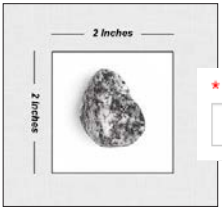
- Under the ***Documents*** area you will upload the PDF of your single sticker file.

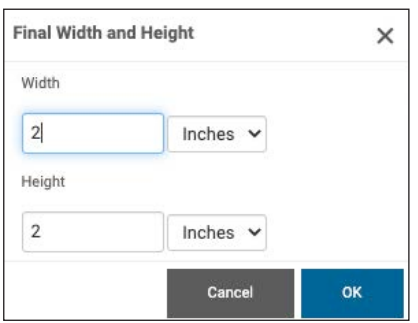
- ***Quantity*** is the number of stickers you would like to order.

- ***Pages*** will always be set to one. If you want to order multiple stickers you will submit them as individual jobs.

- ***Media*** will be either the Glossy or Matte

- ***Final Width + Height*** will be the size of the file you uploaded. This should be an exact match to that file. Do not "resize" using this area. It will not adjust your file.





You can order as many stickers as you want. Keep in mind there will be a 2 sq/ft minimum for all sticker orders. So, order enough to fill at least that amount of space to get your $$$$ worth!

When you have filled out the entire form, click **add to cart** and then **proceed to checkout** until you receive an email with a confirmation number saying we have received your order.

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