Artwork Guidelines

Get the best results every time with these helpful tips for designing your piece.

TEMPLATES

Product templates can be downloaded on website product pages or you can contact us to have them emailed to you.

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

PLANTING INSTRUCTIONS

Be sure to include planting instructions in your artwork.

View our **planting instructions kit** with downloadable options and icons you can use.



PAPER STOCK PRINTING GUIDELINES

Printing On Card Stock

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 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 extra 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 clean 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" (3 mm) 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.

QR and Bar Codes

We recommend making QR codes and barcodes at least 0.5" in size when printing on seed paper. Some codes may need to be larger than that even if they're super detailed. Our team will advise. We will also test your QR code to make sure it works once printed.







