



DIES DIRECT

ARTWORK & SUBMISSION
GUIDELINES

DESIGN PROCESS

NEW DESIGN SUBMISSION FORM

Fill out the New Design Submission Form (found on [DiesDirect.com/Resources](https://www.diesdirect.com/Resources) or from Customer Service). Please make sure all of your information is complete for each item before submitting.

SUBMIT ARTWORK

Email your completed New Design Submission Form and design file(s) to Graphics@DiesDirect.com

Make sure your files meet our File Requirements before submitting.

The New Design Submission Form and artwork files must be submitted at the same time. Submitting forms before artwork does not hold your place in line, our team works on designs in the order that they are submitted.

PROOF APPROVAL

After submitting your New Dies Submission Form, a member of our graphics team will initiate production proofs for your approval, and communicate your design's sheet yield. Approval must be given in written form (via email) and gives Dies Direct permission to upload to your design to your online ordering portal.

IMPORTANT: Turnaround time for this process strongly relies on the quality of the submitted files. Ensure that all design requirements are met for the quickest turnaround time possible.

SETUP INVOICE & CATALOG UPDATE

After you have approved this proof, you will receive an email from customer service letting you know that your designs have been added to your catalog and are ready to order. At this time, you will be invoiced for the setup and any additional graphics time.

Please allow 24 hours for approvals to be processed and available online.

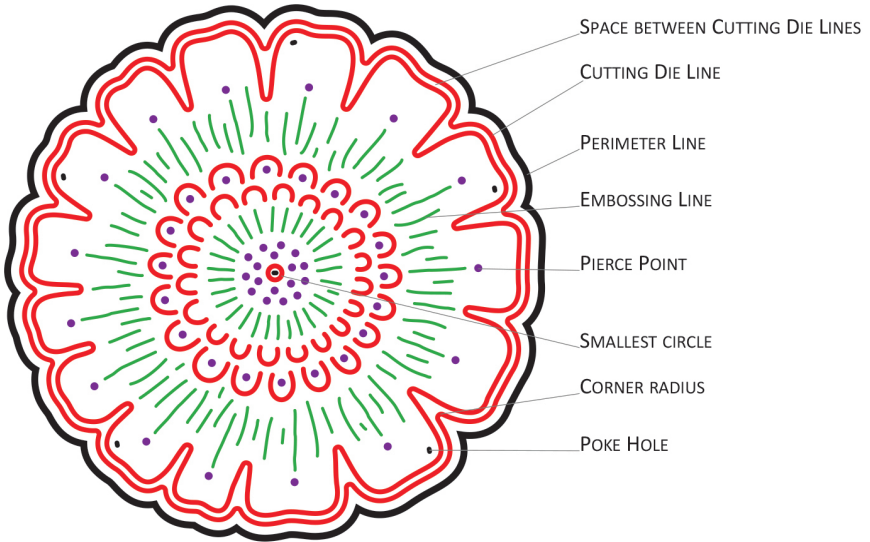
ORDER PLACEMENT AND CONFIRMATION

See "Getting Started & Ordering" guide.

SHIPPING CONFIRMATION & INVOICE

See "Getting Started & Ordering" guide.

KEY TERMS



Cutting Line (Required)

Indicates the shape/path your die will actually cut.

Embossing Line (Required, if Applicable)

Indicates the shape or design that will be impressed into your media, not cut out.

Perimeter Line (Dies Direct will Add)

Outlines the physical edge of your die. Outside of the cutting line.

Poke Hole (Dies Direct will Add)

Opening on the back side of your die to poke paper or media out.

Pierce Point (Required, if Applicable)

Part of the die's design, will pierce a hole into the media.

Minimum Corner Radius

Minimum angle sharpness or space between corners or bends in your design.

Line Weight (Required)

Line thickness.

Minimum Dot Size (Required)

Smallest possible shape or marker that can be produced.

Image Offset (Required)

Distance between a die's cut line and a stamp's image or design.

FILE REQUIREMENTS

Vector File Format

We support CorelDRAW and Adobe CC (Creative Cloud). Designs must be built in a vector art program. All files submitted to our graphics team must be in one of the following formats: AI, EPS, CDR, or vector PDF.

Outlined Typography

All typography must be outlined (or converted to curves in CorelDRAW).

Strokes & Lines

Do NOT outline any of your line paths or strokes. All files must be submitted with the appropriate stroke weight indicated in this guide.

Cut Lines & Color

The document's color mode must be in CMYK. Please use the following color guideline in your files to ensure correct etching.



Cut Lines

15, 100, 100, 0



Embossing Lines

75, 5, 10, 0

Design Size

Please have your design finalized and scaled at 100% of the desired size. We recommend adding a 1 x 1 inch square to your file for reference, so our designers can scale any artwork that does not convert properly.

Orientation

Supply your design in the same orientation you want it cut. Our team will mirror the design for production.

Separated Files

If you are submitting multiple designs, please submit separate files for each design. Files with multiple designs are often unclear on how different sets are to be separated, and some elements can be missed.

File Name

Please name your file what you would like the design name / description to be in your catalog. Some customers choose to put their own part number along with their description in this field. Manufacturing part numbers will be generated upon approval by our graphics team.

DO NOT SUBMIT

- ✘ Files with multiple designs
- ✘ Designs yielded onto a sheet
- ✘ Designs with Perimeter Lines
- ✘ Designs with Poke Holes

Please submit your designs according to the requirements in this guide. Design submissions that do not meet these guidelines may require additional graphics work, which can add time to your order and incur additional fees for the file preparation.

DESIGN CHARGES

DIE SETUP COSTS SEE PRICING GUIDE

Each new design submitted requires a setup fee to prepare your file for production. This cost is applicable to standard dies, hot foil stamps, and deep etch dies. This includes work that our graphics team does to ensure correct line spacing, poke holes, perimeter lines, and corner radius. The setup cost also covers yielding your design onto a sheet and film printing for production.

PREPARATION CHARGES \$35/hour

Upon submission, our graphics team will review the submitted files. You will be notified if your designs require additional work before film production. Our team is able to make file corrections for an additional hourly fee, or you are able to revise them yourself. To avoid these charges altogether, follow the submission requirements in this guide.

DESIGN ASSISTANCE \$35/hour

If you need some assistance with preparing your designs, our team is happy to help. This includes converting artwork to vector files, designing dies around stamp images, or even packaging design. Please note, our designers are not available for creative design or illustration services.

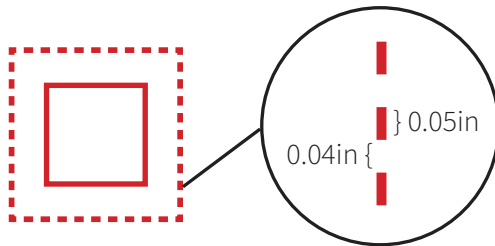
STANDARD DIES

Design Considerations

- ▶ Minimum Radius **0.016in** or **1.152pt**
- ▶ Minimum Distance Between Vector Lines **0.0425in**
- ▶ Minimum Closed Space **0.064 x 0.058 in** Rectangle

Designs with Stiches

- ☑ Stitch Weight is **0.024in** or **1.72pt**
- ☑ Minimum Stitch Length is **0.050in** or **3.6pt**
- ☑ Minimum Stitch Gap **0.040in** or **2.88pt**



File Submission Checklist

- ☑ Cutting Line Weight is **0.0225in** or **1.62pt**
- ☑ Cutting Lines are **Red**
- ☑ Embossing Line Weight is **0.014in** or **1.008pt**
- ☑ Embossing Lines are **Green**
- ☑ File is AI, EPS, CDR, or Vector PDF
- ☑ All Typography is outlined
- ☑ Design is 100% to scale and oriented correctly

COMPANION DIES

Many of our customers have dies made to accompany a matching stamp set, printable, or hot foil stamp. Please see the instructions below for designing companion dies.

Companion dies are produced on a different material than stamps and hot foil stamps. Because of this, they have their own yields and part numbers separate from their pairs. When ordering a matching set, both components parts must be ordered, and will be packed for shipment individually by part number.

If you are a customer that retail packages with us, companion dies and stamps can be packaged together.

PAIR WITH STAMPS

We recommend designing your cut line approximately **0.04 inches** away from your stamp artwork.

These dies can be open back or closed back, though most customers prefer to make companion dies open back for easier alignment.

Use caution when submitting artwork to create dies for stamp designs. Some stamp manufacturers shrink artwork without your knowledge, which causes dies to be too big and unusable. We recommend submitting proofs provided by stamp manufacturers (if available) as a reference for designing dies to ensure they are the correct size for a stamp and die pair.

PAIR WITH HOT FOIL STAMPS

We recommend designing your cut line approximately **0.07 inches** away from the outermost line of your artwork.

Dies that accompany a hot foil stamp must be open back to properly nest with the stamp.

Dies can be painted with standard paint (silver) or copper to match the hot foil stamp paint.

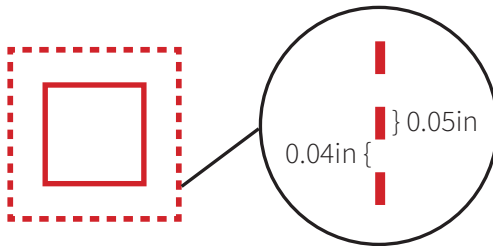
DEEP ETCH DIES

Design Considerations

- ▶ Minimum Radius **0.026in** or **1.872pt**
- ▶ Minimum Distance Between Vector Lines **0.054in**
- ▶ Minimum Closed Space **0.072 x 0.065in** Rectangle

Designs with Stiches

- ☑ Minimum Stitch Weight is **0.034in** or **2.448pt**
- ☑ Minimum Stitch Length is **0.050in** or **3.6pt**
- ☑ Minimum Stitch Gap **0.040in** or **2.88pt**



File Submission Checklist

- ☑ Cutting Line Weight is **0.034in** or **2.448pt**
- ☑ Cutting Lines are **Red**
- ☑ File is AI, EPS, CDR, or Vector PDF
- ☑ All Typography is outlined
- ☑ Design is 100% to scale and oriented correctly

HOT FOIL STAMPS

Design Considerations

- ▶ Minimum Radius **0.02in**
- ▶ Minimum Stamp Area **0.05in**
- ▶ Minimum Distance Between Vector Lines **0.01in**

With hot foil stamps, there is an Etch Factor, meaning that your stamped design will be 0.012 inches thinner in the final product. Though this may seem small, it will be most noticeable with small design features (examples below).

ARTWORK



STAMPED IMAGE



It is especially important to abide by these guidelines with hot foil stamps. If stamp areas or lines are too thin, the material can be etched away completely, or become sharp enough to cut through your paper completely.

File Submission Checklist

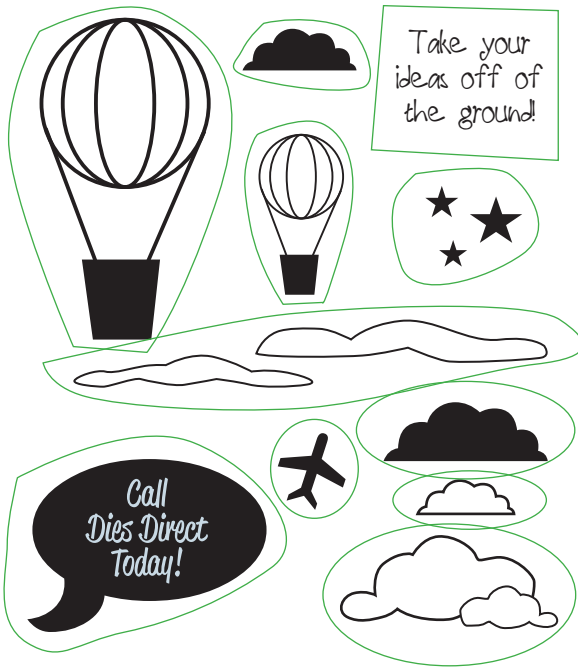
- Stamp Design is **Red**
- File is AI, EPS, CDR, or Vector PDF
- All Typography is outlined
- Design is 100% to scale and oriented correctly

STAMPS

**Sheet
Size**

**Artwork
Area**

| | |
|--------------|------------------|
| 2 in x 3 in | 1.7 in x 2.56 in |
| 2 in x 6 in | 1.75 in x 5.4 in |
| 3 in x 3 in | 2.6 in x 2.6 in |
| 3 in x 4 in | 2.6 in x 3.7 in |
| 4 in x 4 in | 3.7 in x 3.5 in |
| 4 in x 6 in | 3.7 in x 5.4 in |
| 4 in x 8 in | 3.5 in x 7.7 in |
| 6 in x 6 in | 5.4 in x 5.4 in |
| 6 in x 8 in | 5.4 in x 7.7 in |
| 8 in x 12 in | 7.7 in x 11.2 in |



File Submission Checklist

- ☑ Minimum Line Weight is **0.01in** or **0.72pt**
- ☑ Stamp Design is **Black**
- ☑ Minimum Space Between Stamps is **0.25in**
- ☑ Stamp Separation is indicated in **Green**
- ☑ Design is on the desired sheet size
- ☑ All Artwork is contained within the appropriate artwork area
- ☑ Colored Acetate Sheet Artwork is in CMYK
- ☑ File is AI, EPS, CDR, or Vector PDF
- ☑ All Typography is outlined
- ☑ Design is 100% to scale and oriented correctly



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