

At CanSource, we strive to make the artwork process as easy as possible. Please use the contact info above to reach out with any questions you may have about the artwork process.

CanSource will provide a template specifically for your needs. Your template will be set up in Adobe Illustrator format, our preferred software for incoming files. We will also accept .eps and .pdf files. Other file types (.psd) may require extra setup time and artwork charges. Please submit vector artwork files (layered/editable) whenever possible. Please include the CanSource logo into the artwork file as described on the template.

Please pay attention to “The Big Three” artwork issues; Outline Fonts, Embed all Images and Clear Space. These three issues account for over 80% of our artwork kickbacks.

Artwork Requirements/Setup

1. **Outline Fonts** – To prevent missing fonts, select all text and create outlines, making it vector.

Outline Fonts in Illustrator

Locate the toolbar and choose the tab Select. Next choose All. Now locate in the toolbar tab Type. Choose Create Outlines.

2. **Embed all Links/Images** – To prevent missing design elements, embed all images.

Embedding Links/Images in Illustrator

Locate the Links Palette. Select the links by clicking on them. In the upper right corner of the links palette there is a drop down menu. Select the drop down menu and choose Embed Image(s).

3. **Clear Space** – In the template, you will notice a gray box in the artwork layer. This box represents the max print/design area for your artwork. With digital printing of shrink sleeves there is no bleed. Please keep the area marked “Clear” on the template (2mm on the top, bottom and left and 5mm on the right) clear of any design elements.
4. **White Layer** – When digitally printing shrink sleeves, in order to gain 100% opacity, you must have a white layer backing up your artwork layer(s). The “white” layer has been built into the template for your convenience. If 100% opacity is indeed the desired effect for your artwork, simply leave the “white” layer as is in the template. If you wish to build a custom white layer in order to play off the metallic silver substrate of the can, use the “white” layer in the template for customization. You can use any spot color to reference the intended white area. The spot color will reference what needs to be printed white and the area left white will represent where you want the metallic effect. Please follow this link for a tutorial on creating a custom white layer: <https://www.youtube.com/watch?v=JFCKIzRR1uo>
5. **Copy Limit** - You will notice your template has two dotted red lines. These are copy limit lines. No text or pertinent design elements should extend beyond these two lines. It is fine for background graphics to extend past this area.

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6. **No Hard Copy, 18mm from top, 9mm from bottom**

18mm from top – This area can contain background graphics and text that is fully contained within the space. In order to minimize the risk of distortion, crucial design elements should not pass over the 18mm line into the no hard copy area.

9mm from bottom – This area can contain background graphics only. A portion or all of this area will wrap to the bottom of the can.

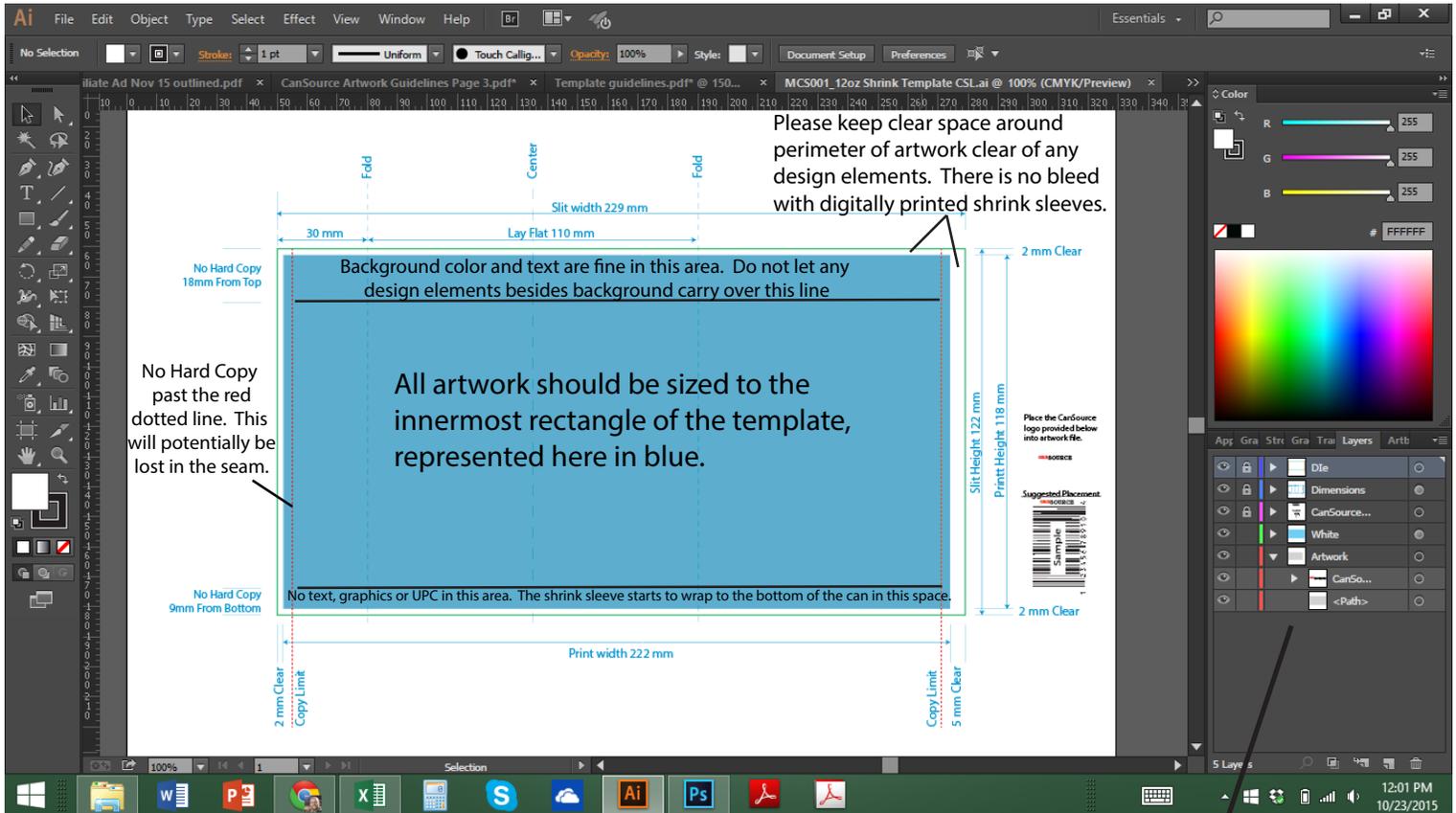
7. **CMYK** – Files must be in CMYK color mode. CMYK (cyan, magenta, yellow, black) is used for printing. However, RGB (red, green, blue) is usually the default on computers. When files are converted from RGB to CMYK, sometimes the color varies. Therefore, we can't guarantee accurate color if a file is submitted in RGB color mode.

8. **Image Resolution** – All images must have a minimum resolution of 150 dpi (dots per inch). Images that are lower than 150 dpi will appear blurry or pixelated. For best print quality, we suggest 300 dpi or higher.

9. **Barcodes** – Barcodes should be placed vertically to minimize scanning issues.



10. **Lay Flat** – The lay flat represents the front panel of the sleeve. The hash lines on either end of the lay flat area represent where the sleeve will be folded post printing. The fold lines steam out during the shrink sleeving process and are virtually undetectable on the can. Since you are ultimately building a 360 degree design, the lay flat, fold and center callouts on the template have little to no effect on the design of your label. They are moreso on the template for printing production purposes.



Please do not delete the Die and Dimensions layers. These layers need to remain in place for printing purposes.

Per the agreed upon CanSource Specifications and Requirements, the CanSource logo is to be added to all artwork documents for quality control purposes. Find the instructions on the "CanSource Logo" layer and the actual logo to be placed in the "CanSource" sub-layer under the "Artwork" layer.

When digitally printing shrink sleeves, in order to gain 100% opacity, you must have a white layer backing up your artwork layer(s). We have built this layer into the template. If 100% opacity is indeed the desired effect for your artwork, simply leave the "White" layer as is in the template. If you wish to build a custom white layer in order to play off the metallic silver of the can, use this layer for customization.

Please utilize the provided artwork layers for building or placing your artwork.

