NEW MEXICO STICKER COMPANY
GLOSSARY
IT'S EASY!
NMSTICKERCO.COM

IT'S EASIER THAN IT LOOKS! LEARN IT ONCE AND YOU'LL BE A PRO.

WE HANDLE THE CUT LINES!

TYPES OF CUT

Standard: 1/16" of White around the final sticker.

This is standard and nothing needs to be done to your file.

Note: Popular because it makes art "pop" against any background.

STANDARD ⟶

Desired Outcome	Prepared Art	Cut Lines	Finished

Bleed: Ink goes to the edge of the final sticker.

This is done by adding at least 1/16" of extra ink around the design ("bleed") so we can cut where ink is already present.

BLEED ⟶

Desired Outcome	Prepared Art (wider edge)	Cut Lines	Finished

Die Cut: The cut of the sticker matches the contour of your design. Non-geometric. Backing is cut to the same shape as the sticker. The sticker is removed by rolling thumb or finger along edge.

Kiss Cut: Backing is cut separately from the sticker for a large, easy-to-peel sticker back.

DIE CUT vs KISS CUT ⟶

Die Cut Stickers	Kiss Cut Stickers

TEXT OUTLINES VS LIVE TEXT

Outlined Text: User has turned the letters into art so text can't be changed with keyboard and is no longer associated with a font. When selected, it has outlines around each letter.
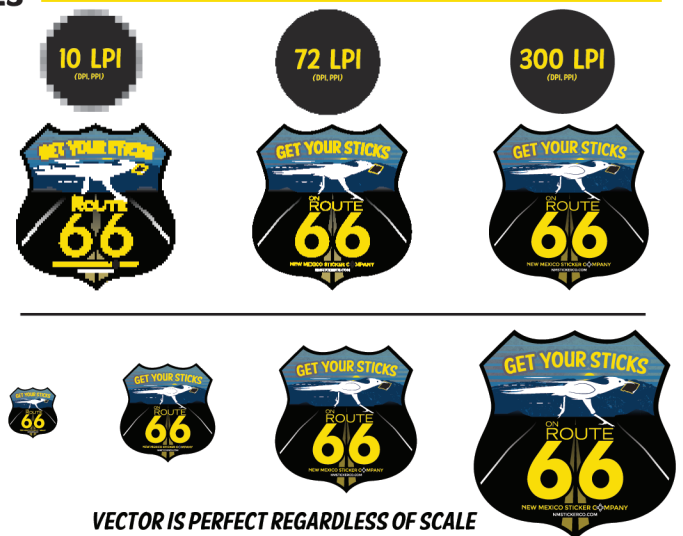
Live Text: Text can be changed with keyboard and is associated with a font on your computer. When selected, it has lines underneath each row of type and doesn't have outlines around each letter.

OUTLINED TEXT (WAY TO GO!)
ON ROUTE

LIVE TEXT (NEEDS TO BE OUTLINED)
ON ROUTE

FILE TYPES

Image (Raster): Images that look like photographs. These images rely on resolution, also known as DPI (dots per inch), LPI (Lines per inch) or PPI (points per inch). Treat these all the same. For a better print use 300 resolution images when sending art. Think of low resolutions as VHS video, 72 as Standard, and 300 as High Definiton, if it helps.
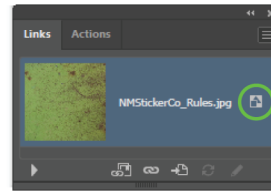
10 LPI (DPI, PPI)   72 LPI (DPI, PPI)   300 LPI (DPI, PPI)

Vector: Images created with Illustrator or other programs that use mathematical functions to create shapes. These are infinitely scaleable and are known for super crisp, vivid edges. Think of these as Ultra HD IMAXX if it helps.
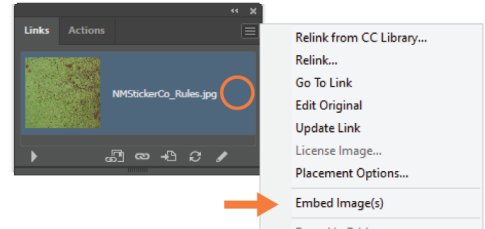
VECTOR IS PERFECT REGARDLESS OF SCALE

EMBEDDED IMAGES VS LINKED IMAGES

Embedded Images: Image (Raster) files that have been embedded into an Illustrator, .PDF, or other vector file.

EMBEDDED IMAGE FILE HAS [symbol] *SYMBOL* (adobe illustrator)

Linked Images: Image (Raster) files in an Illustrator, .PDF, or other vector file linked to other files located on your computer that users on other computers cannot access. Linking images can reduce the load on your processor when working on files with large images, but small "sticker" sized pieces of art and art ready for export need to have the image files embedded.

Window/Links/Image Icon/Hamburger Pulldown/Embed Images function in Illustrator (or other vector program) to fix.

LINKED IMAGE FILE IS MISSING SYMBOL (NEEDS TO BE EMBEDDED) (adobe illustrator)

TRANSFORMED TEXT

Expanded Transformed Text: Transformed text is a cool effect used for creating arched, bannered, flagged, and perspective effects.
When done on live text, the transformed text needs to be expanded so that it becomes outlines. (see outlined text information above). When selected, Expanded Transformed text looks exactly like outlined text (see above).

EXPANDED TRANSFORMED TEXT (THAT'S GOOD!)

Unexpanded Transformed Text: Transformed text is a cool effect used for creating arched, bannered, flagged, and perspective effects.
When done on live text, the transformed text needs to be expanded so that it becomes outlines. (see outlined text information above). When selected, Unexpanded Transformed text has an arch following the effect and bridge like "bars" over the text.

Object/Expand Appearance in Illustrator (or other vector program) to fix.

UNEXPANDED TRANSFORMED LIVE TEXT (NEEDS TO BE EXPANDED)

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