

Follow these steps to create a custom dieline—

1. With your file open in Illustrator or InDesign, create a new layer above your artwork layer, and name it "Dieline". (case sensitive)
2. Working on the newly created "Dieline" layer, create your cut line by either using the existing vector shapes in your artwork or create a shape (such as a circle, square, or path drawn with the pen tool).
3. With your cut line now defined and on the "Dieline" layer, apply a 1 point stroke to your cut line and define the color as "Dieline" (also case sensitive). This "Dieline" color must be built as a **spot** color (we typically make this color 50% cyan, 100% magenta—although the color mix is not important)
4. If your artwork has a background color or design, please enlarge it slightly to create bleed beyond the dieline. 1/8" bleed is preferred.
5. Your dieline path will cut but not print.
6. Export to PDF (preferred) or supply your working files.

