LAMINATED BAG ART SPECIFICATIONS

Acceptable File Formats
• We accept Illustrator, Photoshop, and PDF files.

Layout Requirements
• Image can cover the entire surface, front, back, sides and bottom.
• Piping will cover 3/8" on the left and right edges of the front, back and side panels.
• Keep all critical elements 1 1/2" from top of bag, 1/2" from sides and bottom.

Inside Hem Allowance
• Extend full-bleed image 1 1/4" past the top edge of the bag, to fold over on the inside.

Stitch Zone Warning
• Within top 1 1/2" of the bag, there will be stitching to secure the handles and a row of hem stitching.
• Placement of hem stitching varies, but typically falls around 1 1/4" from the top.

Placement of Handles
It varies, but is usually placed at 1/4 of the bag width from edge of the bag on each side. Do not arrange critical images in this area.

Specifications for Adobe Illustrator files
• All linked images must be sent with the Illustrator file.
• Linked images must be in CMYK and at least 300 dpi resolution at reproduction size.
• All fonts must be converted to outlines.
• Any spot colors should be Pantone colors and on separate layers – a separate layer for each spot color.

Specifications for Photoshop files
• File color mode must be CMYK.
• Minimum 300 dpi resolution at reproduction size.
• All fonts must be rasterized.
• Any spot colors should be Pantone colors and on separate layers – a separate layer for each spot color.
• Do not flatten artwork files with spot colors – send the layered Photoshop file.

Specifications for Making PDF Files
• PDFs must be in CMYK, and all images in the file the PDF is made from must be in CMYK.
• Images must be minimum 300 dpi resolution at reproduction size.
• When creating PDF file, choose Acrobat default Press Quality settings (with at least 300 dpi).
• PDFs from Microsoft applications are not accepted.

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ARTWORK SPECIFICATIONS

piping covers outside 3/8"

1 1/4"

top of bag (fold)

1 1/4"

stitch line

FRONT AND BACK SAFE AREA

Keep all critical text and image
elements within the Safe Area:

1 1/2" from the top of the bag
1/2" from the side edges and bottom

SIDES SAFE AREA

Keep all critical text
and image elements
within the Safe Area:

1 1/2" from the top
of the bag
1/2" from the side
edges and bottom

BOTTOM SAFE AREA

Keep all critical text and image
elements within the Safe Area:
1/2" from the edges

Notes: Bags with rounded
corners and other special
shapes have different layout
requirements.

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