

ROLL LABELS
DIELINE
SETUP GUIDE



What is a dieline?

A dieline is a visual representation of how the print object is to be cut out as part of the finishing process. A dieline is usually recommended for projects with a custom shape. It indicates exactly how to cut the file.

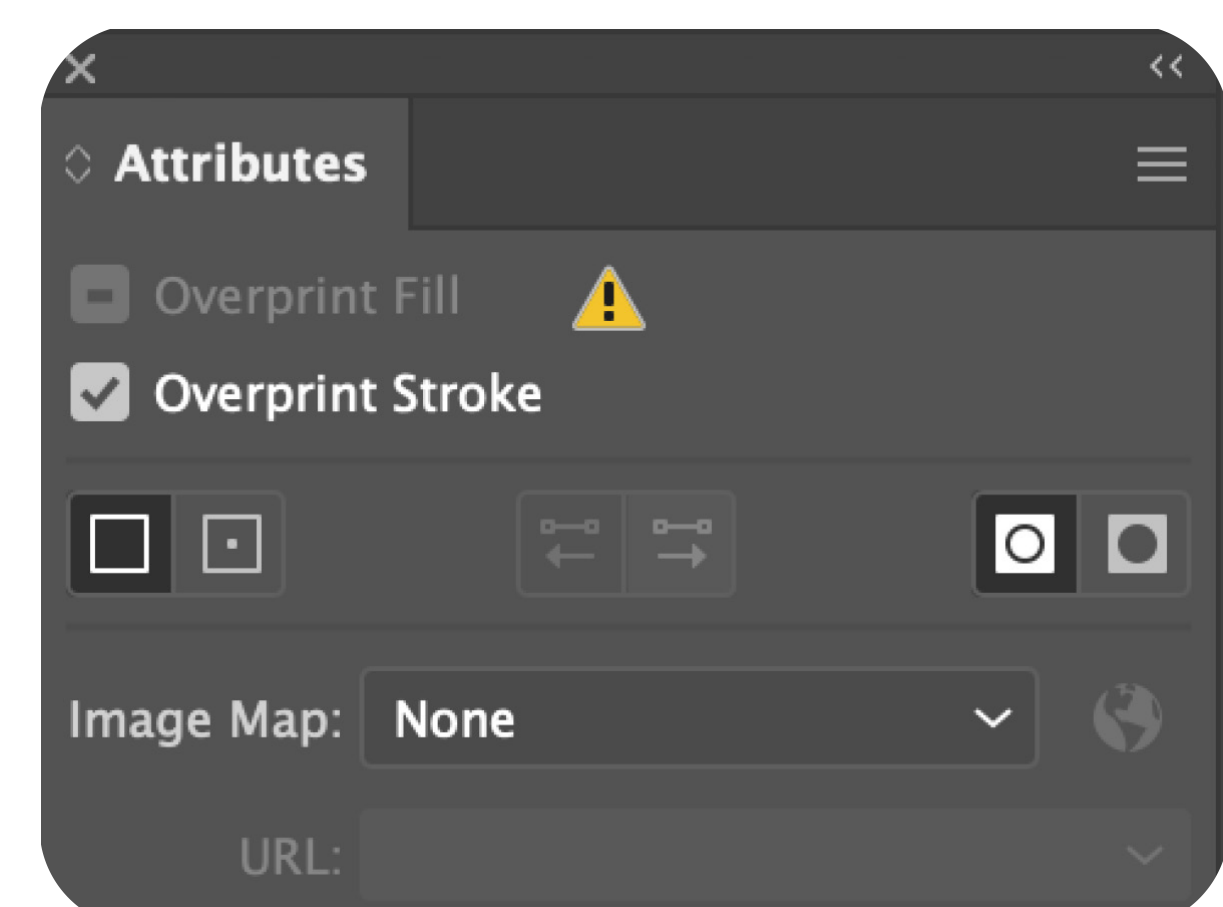
How do I create a dieline?

Creating a dieline is simple. A dieline should be a stroke in a spot color that is named exactly "Dieline". This should be on a separate layer from the artwork, but in the same file.

We strongly recommend using Adobe Illustrator to create files that contain dielines. Here is a quick tutorial on how to create dielines with Illustrator.

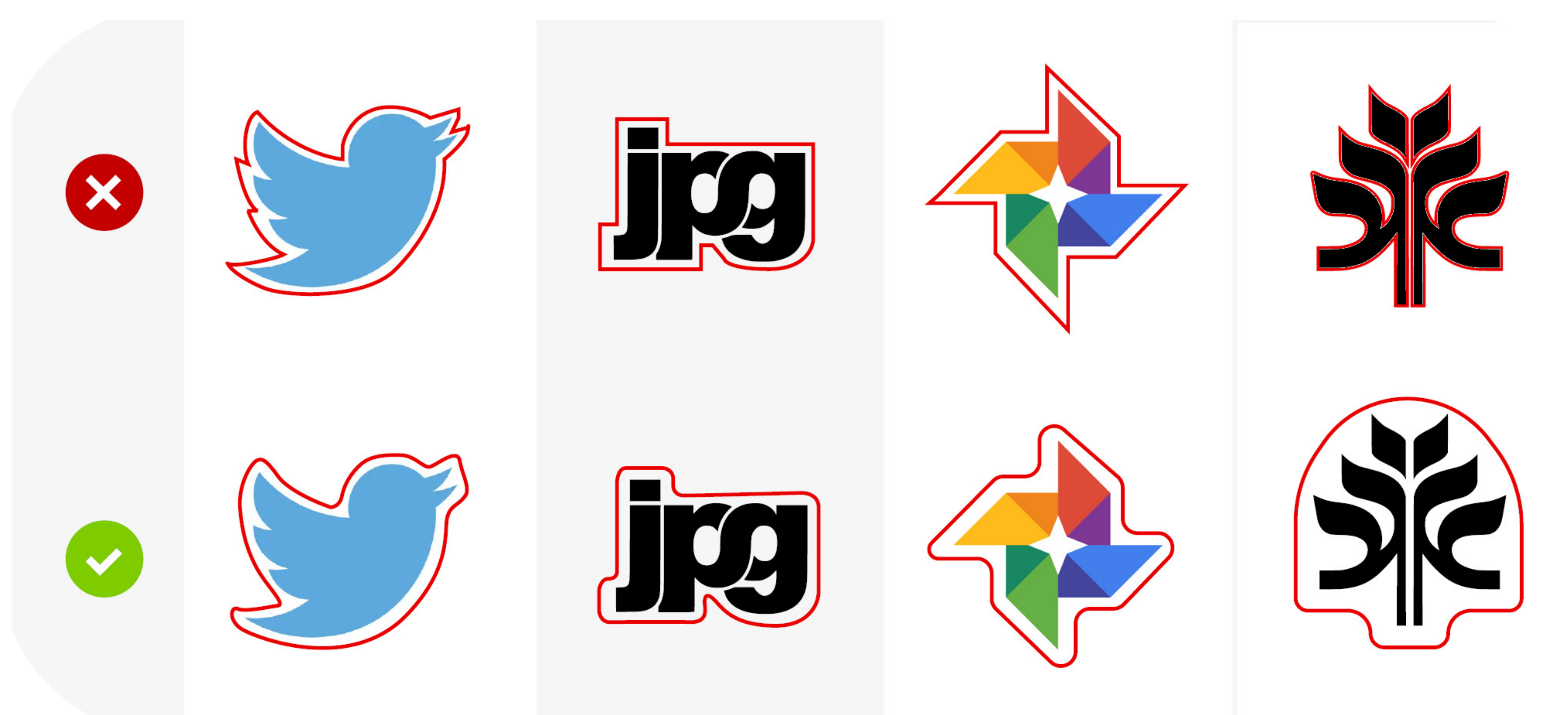


- 1 In Illustrator create a new layer and call it "Dieline".
- 2 Select the Dieline layer and create a stroke using the shape tool or the pen tool to outline the shape of the design.
- 3 Once the outline is complete, select the shape, and in the color swatches panel create a new color.
- 4 Make sure that the color name is set to "Dieline" (with that exact spelling and capitalization) and the color type is set to spot color.
- 5 Make sure that the color you just created is added to the object as a stroke color with no fill color.
- 6 Select the object again and go to the attributes panel to make sure that overprint stroke is checkmarked.
- 7 Once the stroke is defined as a spot color named "Dieline" and is set to overprint, save or export the file as a high-resolution PDF or AI file.



Good and Bad Dieline Examples

Clean designs with large, smooth, and round contours work best for dielines. We recommend avoiding small, sharp, complex cuts. We will try our best to cut based on your dieline; however, we may request that you revise it for better cut results.



Here's a checklist for your dieline.

- The dieline is on its **own layer**.
- The overprint of the dieline is **on**.
- The dieline is a **stroked vector object** (no fill) that can be deleted
- The dieline is a spot color called exactly "**Dieline**".