swypes™

Artwork Preparation Guide

GET YOUR ARTWORK READY FOR YOUR CUSTOM SWYPES

Here's what you need to do to make sure your files are ready for printing and die-cutting.

Swypes are reusable microfiber screen cleaners that stick to the back of your phone, tablet, or laptop. **If you want a custom die-cut to match your own shape, just reach out to us.** We'll help with the design process to make sure your custom Swype turns out just right. This guide will show you how to set up your design in Canva and Adobe Illustrator using one of our standard templates.

BEFORE YOU START

Need your die-line or template? Visit our template page to download one of our standard Swype templates and backing cards. Or email us at info@swypes.ca and we'll send the exact cut shape and dimensions for your order. Always design on top of that template. Don't guess the size.

KEY TERMS

A few words you'll see throughout this guide and your template:

DIE-LINE / CUT LINE is the exact outline where your Swype will be cut. This is your custom shape (your logo, a rounded square, a circle, etc.).

BLEED is the extra artwork area that extends past the cut line. Backgrounds and colors must run into this area to avoid white edges after cutting.

SAFE AREA is the zone inside the cut line where all important text and logo details must stay to avoid trimming.

CMYK is the four-colour printing mode. Your file should be CMYK, not RGB (screen) colour.

Canva

OPTION A: SET UP YOUR FILE IN CANVA

Canva does not support true die-lines. For custom-shaped Swypes, we suggest designing to the full bleed rectangle we provide and letting our team take care of the cut line. **If you have Canva Pro, you can also export in CMYK.**

START FROM THE RIGHT SIZE

1. Create a new design using the exact bleed dimensions listed on the template we sent you (this already includes bleed).
2. **In Canva,** go to **File > Settings** and turn on Show margins and Show print bleed.
3. Keep all logos and text inside the margin (your safe area). Let background colours and patterns run all the way to the outer edge.

EXPORT YOUR FILE

1. Go to **Share > Download** and choose PDF Print as the file type.
2. Check Crop marks and bleed.
3. If you have **Canva Pro, set the Color profile to CMYK**. Canva Free only exports in RGB, which is fine, just check the color note below.
4. Download the file and send it to us. Please do not upload it anywhere else or resize it after downloading.

TIP

Canva Free exports in RGB. We'll convert it to CMYK on our end, but bright blues, greens, and neons can shift slightly when converted. If exact colour is critical to your brand, use Canva Pro or Illustrator, or ask us for a printed proof first.

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OPTION B: SET UP YOUR FILE IN ADOBE ILLUSTRATOR

Illustrator gives you the most control and is the best choice for custom die-cut shapes. Start with the template we provide.

GET STARTED

1. Open the Swypes template we sent you in Illustrator. You will see our dieline on its own layer.
2. In the **Layers** panel, Build your design in the **"Artwork Layer"** layer.
3. **Lock the die-line & Swypes layers** to avoid moving it by accident.

RESPECT THE DIE-LINE

1. Do not move, rotate, or resize the die-line. It must match the cutting machine.
2. Extend all backgrounds and colors beyond the cut line to the outer bleed line of the template.
3. Keep important text and logo detail inside the safe area (the inner line).

EMBED IMAGES AND OUTLINE TEXT

1. First, save a backup of your file.
2. Go to **Window > Links** and choose Embed Image(s) to prevent anything from going missing.
3. Select all text, then **Type > Create Outlines** so your fonts print correctly without needing to be installed on our end.

CONVERT COLOR AND CLEAN UP

1. Go to **File > Document Color Mode > CMYK Color**.
2. Remove overprint settings by going to **Window > Attributes**, then **unchecking Overprint Fill and Overprint Stroke**.

SAVE YOUR FILE.

1. Go to **File > Save As**, choose Adobe Illustrator or Adobe PDF, and save.
2. From the Adobe PDF Preset menu, choose High Quality Print, then save the PDF.

FINAL REVIEW CHECKLIST. REVIEW BEFORE SENDING YOUR FILE:

- ✓ ***All important text and logo details are inside the safe area.***
- ✓ ***Backgrounds and colours extend past the cut line into the bleed.***
- ✓ ***File is CMYK, or you've flagged it as RGB from Canva Free.***
- ✓ ***Text is at least 8-10 pt, or outlined (Illustrator).***
- ✓ ***No typos, no placeholder text, and colours look right.***
- ✓ ***The die-line hasn't been moved or resized.***
- ✓ ***Save as a .AI or high-quality print PDF or JPEG/PNG/TIFF at 300 DPI if .AI/PDF is not an option.***

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HELPFUL DESIGN TIPS



Design for a small surface. A stylized icon or wordmark reads better than a detailed full logo with fine print.



Mind the cut shape. If we cut to your logo's outline, avoid thin spikes or delicate points that are hard to cut cleanly. Rounded solid shapes hold up best.



CMYK vs. RGB. Screens show RGB; we print CMYK. Bright saturated colors can look slightly muted in print. Design in CMYK to see what you will actually get.



Rich black. For deep even blacks, use C40 / M30 / Y30 / K100 rather than plain K100, which can look washed out.



Avoid transparency effects. Multiply, Overlay, and gradient-blend effects can print unpredictably. In Illustrator, rasterize and flatten such artwork in Photoshop, then save as a Photoshop PDF or JPEG.



Resolution. Raster or photo elements should be 300 dpi at final size.
Zoom to 100 to 200% to check sharpness.



Keep type legible. 8 pt and up. At the Swype scale, smaller text may not print or be readable in the final product.



Make your own test print. Print the swype and backing card artwork at 100% scale yourself to get a visual sense of how the final product will look.

SENDING US YOUR FILE

Email your print-ready file to info@swypes.ca (or upload it to the link we provided with your order). Illustrator (.ai) and High Resolution PDFs are preferred; JPEG, PNG or TIFF at 300 dpi also works.

Not sure if your file is right? *Go ahead and send it to us. We will check it against the die-line and let you know if there are any issues before we print. If you are unsure, you can always ask for a proof.*

Need creative help?

Our team is with you every step of the way, from selecting the perfect Swype size to designing custom artwork for your Swype + Backing Card. First time or fully custom, we've got you covered. ***Free design support over 1,000 units.***

Reach out to us anytime, we're happy to help!