

Creating Artwork for Full Color Ribbons

Our ribbon templates are designed to assist you in creating your full color ribbon quickly and easily. Start by downloading a template in your desired size and style.

Templates have been optimized to open up in Corel Draw, Photoshop, Illustrator, and as regular PDFs. Guidelines have been provided in every template to assist you in placing the contents of your ribbon where they will work best for your design (see example to right).

Here are some additional details to help you create the best full color ribbon artwork file possible:

1. If you have a background that you want to cover the entire ribbon, you will need to create some extra to go beyond the edges of the ribbon. This is what's called a "bleed". Ribbons require an additional $\frac{1}{8}$ " on each side of the ribbon. So a 2" x 4" ribbon would need a background that was 2 $\frac{1}{4}$ " x 4 $\frac{1}{4}$ ".
2. Anything that is NOT supposed to get cut off by the edge of the ribbon should stay at least $\frac{1}{4}$ " away from the pinked (zig-zag) ends, and at least $\frac{3}{16}$ " away from the straight edges of the ribbon.
3. For horizontal ribbons with tape on the front, leave $\frac{11}{16}$ " of space at the top empty (except for background), to allow space for the tape. This will place your artwork $\frac{1}{8}$ " below the tape.
4. Vertical ribbons with tape on the front, pointed top, or eyelets will need to have the top $\frac{3}{4}$ " empty (except for background).
5. Artwork files need to be vector art (.ai, .eps) or a high-quality bitmap (.jpg, .tif, .psd) 300 dpi or better. If a vector file is sent, convert all text to outlines before sending it. Be sure to also include any linked images that were used in its creation.
6. Full color ribbons are printed in CMYK - for a more accurate idea of what your finished ribbon will look like, convert your image to CMYK before sending it.
7. All artwork submitted should be PC compatible. If your artwork was created on a Macintosh, please save in a PC compatible format.

Full Color Ribbon Template

Horizontal - 2" x 4" - Tape on Front



The black outline represents the actual ribbon size: 4" x 2".

The blue outline represents the bleed needed for any part of the design that is meant to touch the edge of the ribbon. An additional .125" is needed on all sides.: 4.25" x 2.25.

The red outline represents the allowable area for the content of the ribbon. All text and images that will not get cut off need to stay within this area: 3.5" x 1.125"

The yellow outline represents the tape. Anything that should not get covered by the tape needs to stay within the RED outline.



Because the ribbons are printed and cut from a continuous roll, ribbons with a background image that extends off the pinked edges may show the beginning of the repeated background on the tips of the pinking, as shown in this example (left). To avoid this, you can design your background so that both pinked edges have the same color/pattern along them.