

## Use the Templates

We can't stress this enough. You can ensure your print project is a success by using the template when creating your file for upload. **Watch the Safe Zone!** Keep wording, personalization and key design elements inside the Safe Area Margin.



## Expect some Bounce

The ribbon printing press has a tolerance of 1/8", so you can expect some bounce in the printed design. Solid colors and all-over patterns bleed beautifully but defined design elements and wording should stay in the template's safe zone. Notice the difference in spacing above and below the name on the maroon ribbon, and how the rainbow star pattern gets cut off along the top on the birthday ribbon. Both are great examples of the bounce, sometimes referred to as play, when printing.



## Consider Design Orientation

Some designs will lend better to a horizontal orientation vs. a vertical orientation. You'll notice how nicely the wording printed horizontally on the birthday ribbon below. We kept the wording within the safe zone and the size is large, clear and easy to read. Notice how small the bottom line of text gets on the 3" ribbon. We had to shrink it down to fit within the safe zone. Had we oriented the ribbon design horizontally, that text could likely be bigger.



Horizontal Layout



Vertical Layout

## Remember, It's One-Sided Printing

The greater the contrast between the printing on the front and the white on the back, the more you will notice when tying a bow on wedding invitations or gifts. If the contrast of the bow is too distracting, consider wrapping the ribbon around the gift like the mug image below. Layering a 1.5" ribbon over a 3" ribbon is especially appealing (image not shown).

