

# DOES SHAPE MATTER?

## A FEW USEFUL TIPS

Inside Learn about how to find the right shape label or sticker for your use

### Contents

1. Remember this one thing
2. A common mistake
3. Any shape is possible
4. How popular shapes get used
5. Soften inward-facing points
6. Keep the shape of clear stickers simple
7. We can create the shape for you

# STICKER IT



# 1. REMEMBER THIS ONE THING!

**The simpler the cutline, the more durable your sticker will be.**

Circles, ovals and rounded corners are the most durable shapes. This is because there are no sharp points to pick up easily. The fewer edges there are, the less likely your stickers and labels are to peel.

## 2. A COMMON MISTAKE

The most common mistake we see regularly is people getting too focused on tiny details within their cut line.

If you're designing your cutline, remember to view it at 1:1 scale and see if you can still see that tiny detail.

Getting too complex and including many sharp points can look better on a computer screen but in real life is less durable and makes for a worse sticker or label.

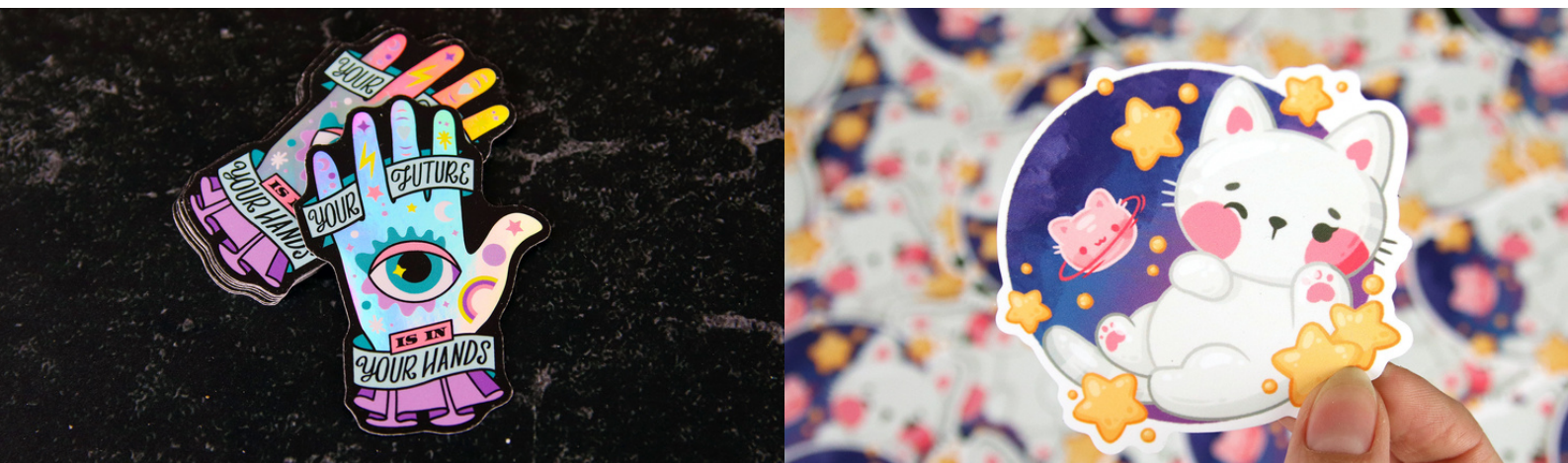


## 3. ANY SHAPE IS POSSIBLE

One thing we focus on at Sticker it is to make more options possible - this includes the shape of your sticker or label.

Because we cut everything digitally, almost any shape is possible.

Here are some examples of complex custom shape stickers we've printed.



We say almost anything because there are limitations when working with physical materials.

Tiny details you can draw in a complex cut line on a computer aren't always possible to cut. So when designing tried to think about how it will look at 1:1 scale in real life.

## 4. HOW POPULAR SHAPES GET USED

### CUSTOM SHAPES

Custom-shaped stickers are different! They can be created in almost any shape and usually follow the outline of your design.

Custom shaped stickers & labels are a great way to add visual interest, especially when the shape of your stickers represents an aspect of your business. Take this drinks label for example:





## CIRCLES AND OVALS

Circles and ovals are the most durable shape because they have less edges to pick-up.

These shapes will give you less space to include your text because of their shape. We recommend using circle shapes to add additional information like “vegan” or “locally sourced” or to highlight a limited edition range. Like this >>>



## SQUARES AND RECTANGLES

Squares and rectangles are the most traditional sticker and label shapes. These shapes are very easy to measure and allow you to include the most amount of text.

Stickers & labels are priced per area used, so these shapes are the most cost effective.

## ROUNDED CORNERS

Adding rounded corners on a rectangle sticker or label make them harder to peel and therefore more durable.

## 5. SOFTEN INWARD-FACING POINTS

To make your sticker easy to peel we recommend softening points that face/come into the sticker.

Here is an example of what's good to help explain.

Rounding off, or softening, this stops the sticker from catching when peeling away from the backing paper.



Not having sharp points helps when peeling away a sticker for it not catch and there's no risk of stretching or tearing.

This is less of an issue with durable and tearproof materials but if you opt for a paper-based sticker, it is essential to keep in mind.



## 6. KEEP THE SHAPE OF CLEAR STICKERS SIMPLE

When using clear stickers, you usually want to keep the transparent material invisible.

The simpler & smoother the shape is, the more invisible the edge of your sticker.

Check out this great example below!



When you have an overly complex shape on your transparent sticker or label, there are more angles to catch the light and therefore be seen.

We especially love circles or rectangles with rounded corners – they just work a treat!



## 7. WE CAN CREATE THE SHAPE FOR YOU

If you don't have the skill set or time to create the shape of your sticker, we can do it for you!

When you upload your artwork, just tell us what you'd like, and our design team can create the cutline for you.

We'll send you design proof before printing so you can make sure it's perfect and make any changes.

## NOW YOU KNOW WHICH SHAPE IS RIGHT FOR YOU..



Scan the QR code or [click here](#) to take the next step and shop our different shaped stickers.

