

# Custom Insert Tutorial

by: Frogman

## How to Make a Custom Insert:

This tutorial is meant only as a guide for creating custom inserts. It will mainly demonstrate the proper measurements to use. It will not offer too much detail on the techniques used in actually creating the insert. Each individual should use his/her own creativity to make unique and truly custom works.

**THERE IS NO WRONG WAY TO DO IT!!!!**

But I will show you a few of my tricks to make it look authentic. Also, I will leave it up to you to learn your software (whatever that might be) and the techniques necessary for making these instructions work. I can't possibly give detailed directions for every possible software package in use. But this should serve as an adequate guide regardless of what software you use.

**NOTE:** All logos and such items are subject to copyright and should be treated with respect.

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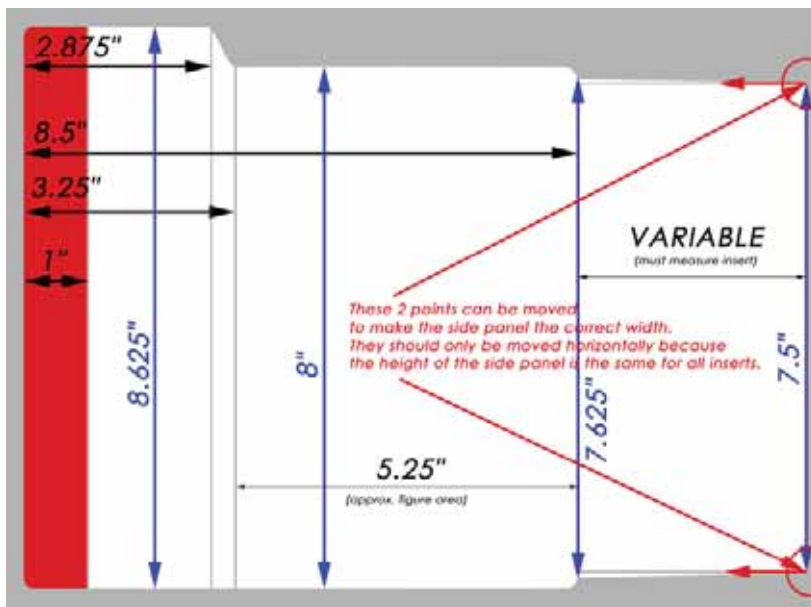


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## Step 1:

Get the measurements of the insert you are making and create the template for your work. You can create the template manually or use (and adjust) the blank template included with this tutorial.



### The Measurements

#### Horizontal

- 8.5": Outer left edge to inside edge of fold
- 2.875": Outer left edge to top curve of angled tab
- 3.25": Outer left edge to bottom curve of angled tab
- 1": Outer left edge to outer edge of Sport Stripe
- 5.25": Bottom curve of angled tab to inside edge of fold (Approx. figure/clamshell area)

#### Vertical

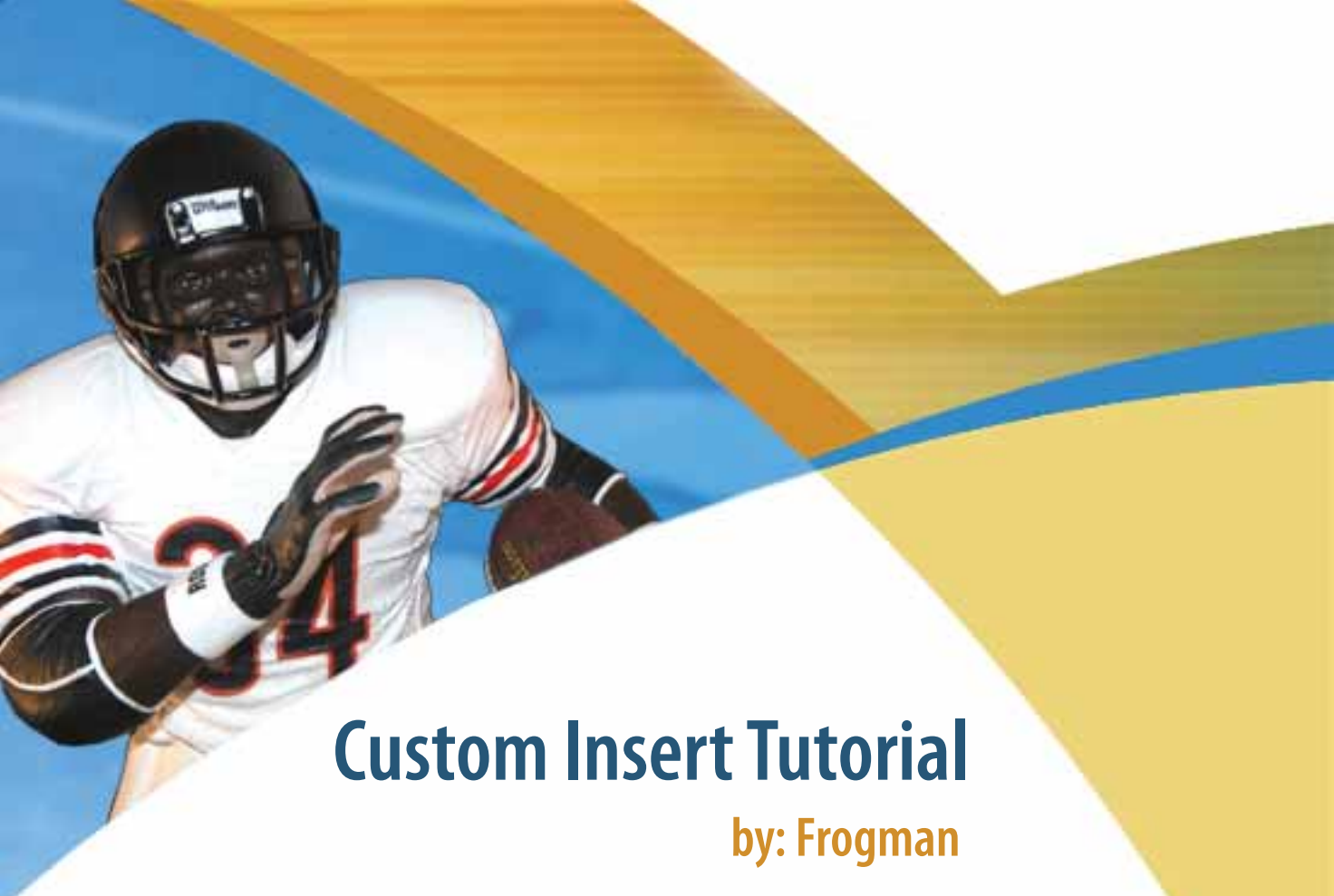
- 8.625": Total height of insert from top edge of angled tab to bottom edge of insert
- 8": Top edge of figure area to bottom edge of insert
- 7.625": Top of inside fold edge to bottom of inside fold edge
- 7.5": Top of outside fold edge to bottom of outside fold edge

The side flap is different for each figure depending on the size of the packaging. The width should be adjusted based on the size of the insert you are creating. The vertical measurements remain constant. The only variable is the width of the side flap. When adjusting this width, make sure the outside fold edge remains at 7.5 inches.

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## Step 2:

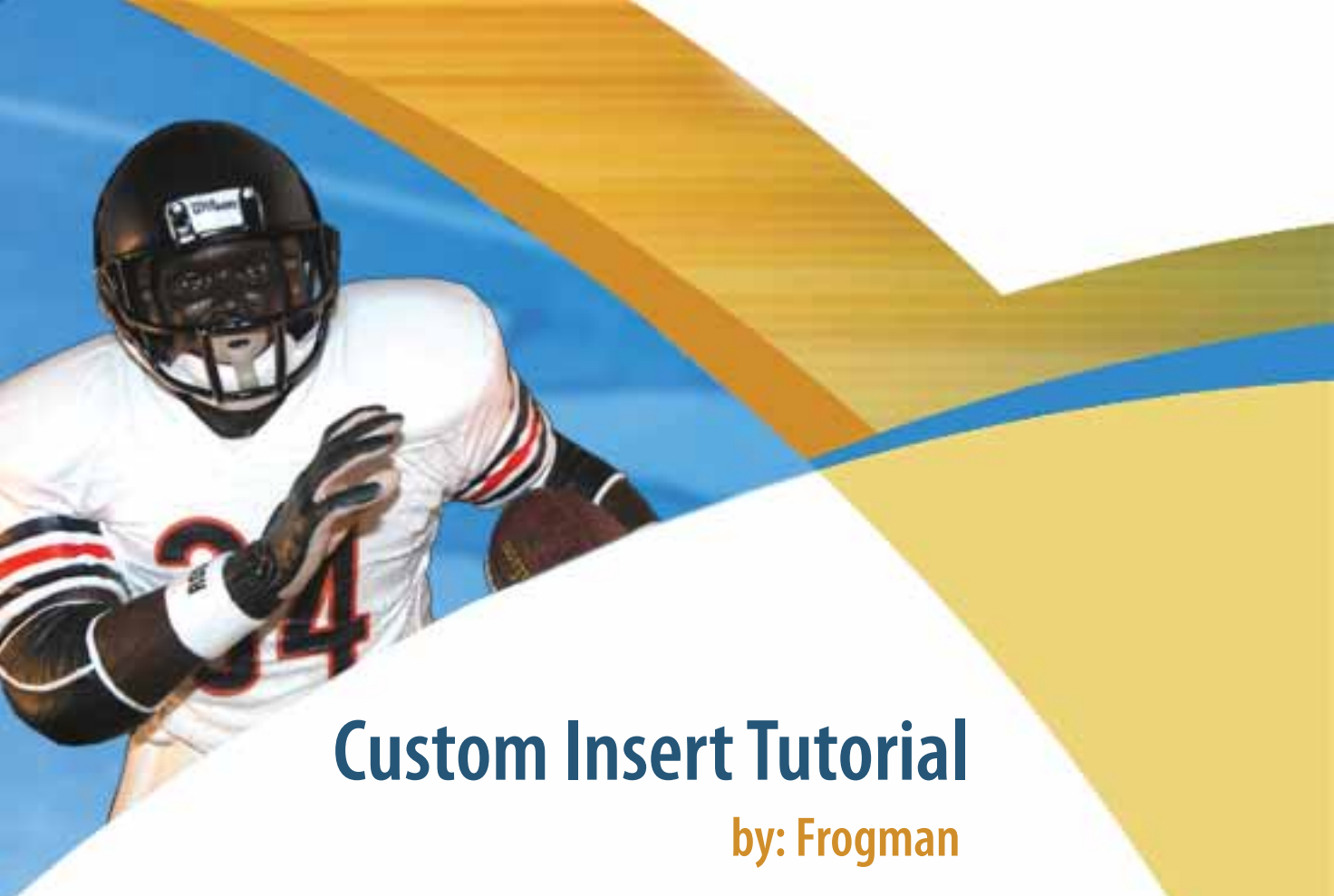
Start with the background. Select a color or picture you'd like to use and place it in the background of your image. For this example, I made a custom Seahawks insert, so I used blue as my background color.



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## Step 3:

Now drop in a logo or some text to indicate which team or player you are using. I added the Seahawks logo.





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## Step 4:

Now add the stripe indicating which sport it is (i.e. NFL = red, NHL = black, etc.). This step is totally optional, but I like it so I added the red stripe for NFL.



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## Step 5:

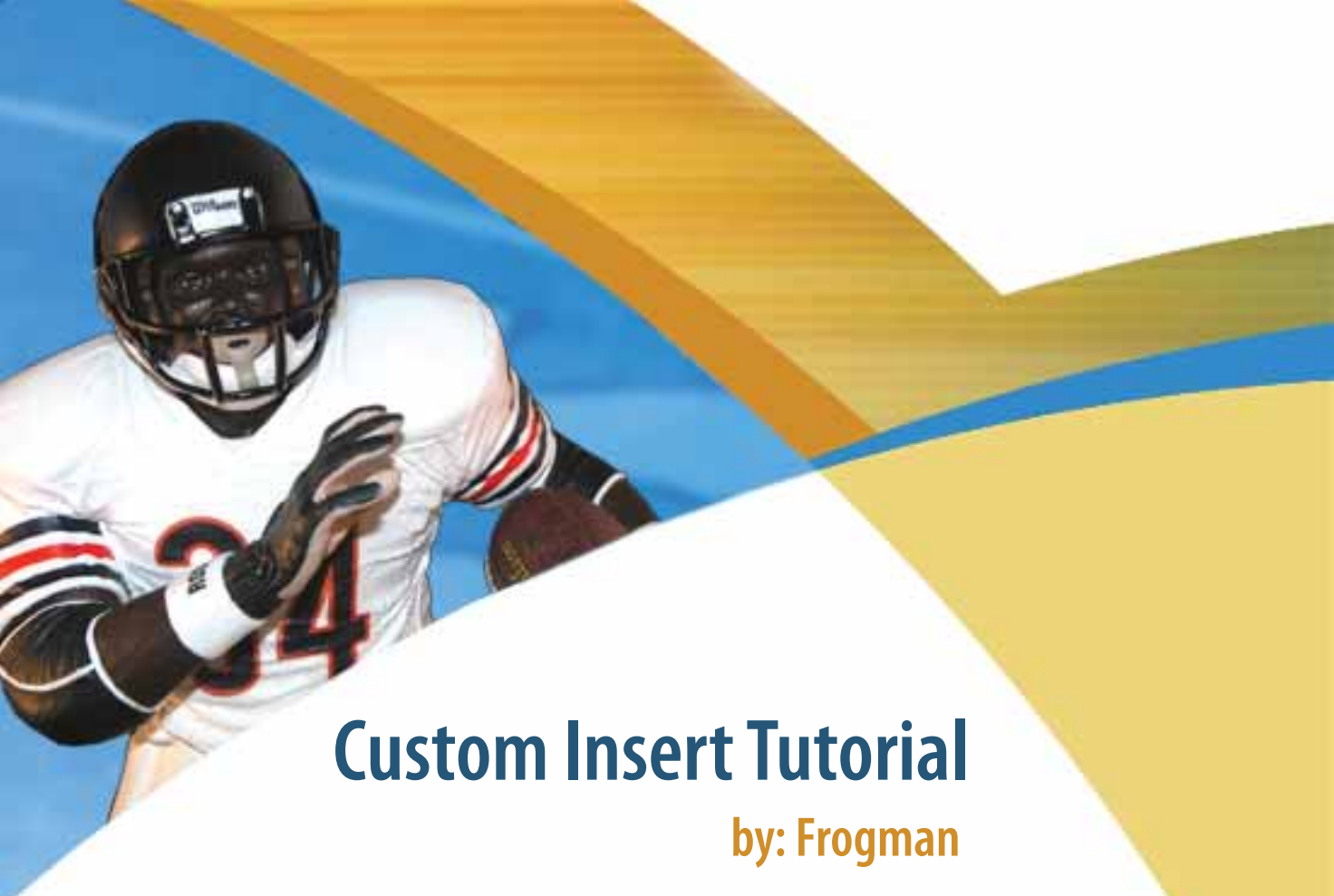
Now I added the text for the player's name. In this case, it's Walter Jones, #71 for the Seattle Seahawks. He's plays Tackle.



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## Step 6:

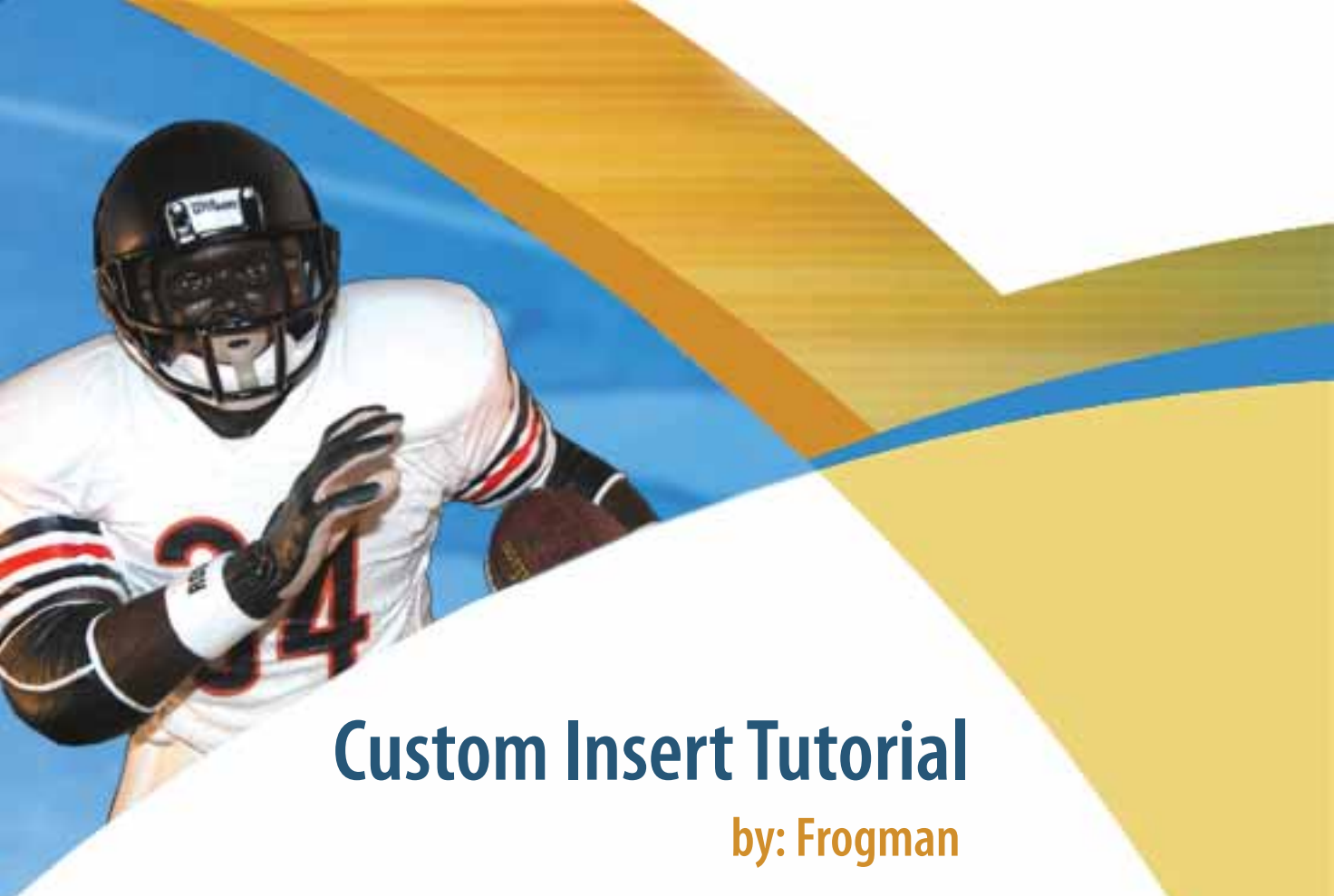
Add any details and effects as you wish. I added some colors and stripes to the inner side flap as well as the number 71. I also added some effects to the text and logos.



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## Step 7:

Finishing touches. If you're going for an authentic look, add the appropriate logos and text that you would see on a real insert. I added some logos as well as the series number.



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## Additional Tips:

Creating the back and outer side flap is done exactly the same way. The only thing you will need to do is flip the template horizontally. All the measurements are the same.....just reversed.

Creating the sticker is very much the same as the insert. There's only one rule for creating the sticker. It should be no wider than 4.625 inches. Otherwise, it won't fit on the front of the clamshell.

Printing can be a bit tricky. You should be able to get the front insert and inner side flap plus the outer side flap on one sheet of 11 x 17 paper. If you are printing the back insert as well, you might want to print the front and inner side flap on one sheet and the back and outer side flap on another sheet and then piece them together. Cut the insert down to size, place it in the bubble, and you're done!!!



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## Frog Notes:

I did this tutorial because several people had asked for my help in creating custom inserts. I was happy to do it. However, I am an artist, and I take my work pretty seriously. I strive to be original and creative, and I try very hard not to copy someone else's work. I would appreciate it if you did the same. Use this tutorial as a teaching guide....not as a means to replicate my work. Besides, it is much more rewarding to come up with your own designs and personal touches.

I hope this has helped, and I look forward to seeing what everyone comes up with.

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