



TOP TIPS FOR PREPARING ARTWORK FOR PRINT

Top Tips for Preparing Artwork for Print

*Artwork size should fit should fit to cutter guide supplied

A cutter guide will be supplied for your artwork. The cutter guide is what the factories use to create flat metal prints of your artwork, which is then converted into a tin.

For seamless tins we only recommend printing solid colours to the body and / or edges of the lid. This is due to the stretch the artwork is subject to when it is pulled into shape. On the lid, and base you can print text or patterns.

This is an example of a cutterguide tin lid template that you will receive.

Once the cutterguide has been completed it will be sent to the factory who will provide an onscreen proof.



CMYK

Printers use CMYK (Cyan, Magenta, Yellow and Black), whereas on screen we use RGB (Red, Green, Blue). **You need to ensure your document is set up in CMYK**, otherwise your print could come back not how you expected. When you convert your image from RGB to CMYK it may appear duller, so you may have to brighten up the colours to compensate.



Artwork files in AI Format

Adobe Illustrator (*.ai file extension) is a vector-artwork based design program that makes it easy to work with original logo artwork. As it is a vector based program it allows the creation of graphics that are scalable to any extent without losing resolution, with crisp and sharp lines that are perfect for print.

Use original picture size, 1:1 & 300dpi

Images intended for print need have a resolution of 300dpi (dots per inch), as the printing process allows for much greater detail.

Avoid fine emboss lines and stick to the correct point size

For best results, avoid designs with fine lines and intricate shapes, very fine lines need to be avoided as they simply don't work.

It is important to stick to the correct point size. Printing on metal requires minimum not less than 0.4pt

Branding Areas that help you to **STAND OUT**



Great looking packaging is important in ensuring your brand and product connects with consumers in a crowded market.

Many brands are designed with a multitude of factors considered as part of the development process, from colours and type faces to it's final print.

When you're presented with the template, it's important to consider the use of space very carefully and ask yourself the following questions:

- ***Do you want your logo to be front and centre?***
- ***Do you want your contact details included? Is there room for both?***
- ***Is it a case of 'less is more'?***
- ***Is there a need for a full colour photo and a paragraph of text?***

So, what should you keep in mind if you want the perfect print?



Understanding Point Size

In typography, a point is the smallest whole unit of measure. The measurement of a point (pt) is defined by the height of the lettering. There are approximately 72 points in one inch. Software such as Adobe Illustrator allows you to alter the point size with ease, with a standard font size (in a default font in Arial or Times New Roman for example) considered to be 12pt. Once a selection of lettering is taken below 12pt in size, you then need to ask will it print properly and will it be legible?

Printing-infill when it's simply too small...

Printed Clear

YOUR LOGO

Infill Has Occured

YOUR LOGO

On certain surfaces, printing will often 'bleed' - this is where the ink runs out from the edge slightly when applied. 9 times out of 10, this isn't noticeable, but when small text and details within a design are present, this will cause an infill that can result in a poorly printed product.

You should be able to find out minimum requirements, with regards to printing, from the company you're using for the job in hand. But as a general rule, the following is a guide to use as a starting point:

	Minimum Font Size				
Metal	6pt	6pt	4pt		4pt
Cotton	20pt	20pt	20pt		
Jute	30pt	30pt	30pt		
Paper/Card	6pt	6pt	4pt	10pt	
Plastic	6pt	6pt	6pt		
Wood	10pt	10pt	10pt		6pt
Ceramics	10pt	10pt	10pt		10pt
Leather	10pt	10pt	10pt	10pt	
	Screen Print	Pad Print	Litho/Digital/Transfer	Embossing/Debossing	Engraving

Regardless of if it's possible to print legibly or not, always remember the following:

At 100% actual size, how small is too small?

It's not just the font size that causes problems!...

What looks good on a large umbrella panel or banner, may not print as well onto a small pen or notebook. Based on what we have mentioned above regarding infill, it's important to consider both the style of the font used and the level of detail within your design overall, avoiding registration issues (lining up one colour alongside another colour) and a poor print when the available branding area is very small. Below are examples of artwork that would not print well on a small scale.

Type Face Style

Very Condensed
Fine Lines Script

Detailed Symbols/Crests



The best promotional products for brand impact!

You may argue that the Contour Ballpen is a better quality product than the Superhit pen, or you may simply think that a pen's a pen! But it can be so much more if the product you've chosen has a print area that allows your message to stand out - shouting out across the office or at your next event. So, if you have any questions regarding your product and branding, be sure to contact our Bespoke team to find out how we can take your brand to the next level.

In Summary....

The artwork that you're looking to print is just as important as the products you select to brand, always try to pick the right product for the job in hand.

Our team are happy to talk you through our bespoke tins to help your brand and message make an impact, with print areas that work with your artwork, not against it, avoiding poor quality prints, infill and general legibility issues as mentioned above.

Where the space is small, try to keep things simple, and when the area available covers much more of the product, go all out and stand out!



Call our team on **+44 (0)1234 77 2001**
and ask about **Bespoke Tins**