



Top tips  
for preparing  
artwork  
for print

# 01. Getting the best results

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?**



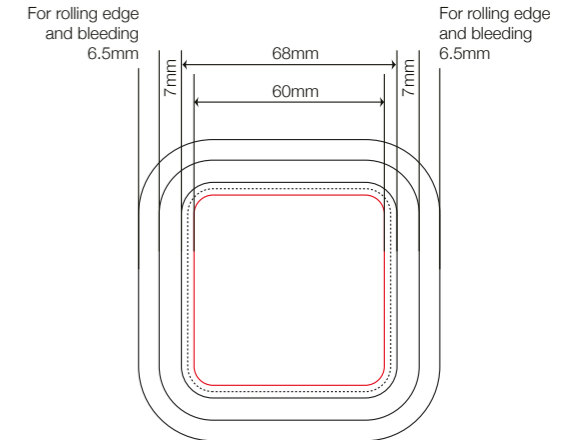
# 02. Cutter guides

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.

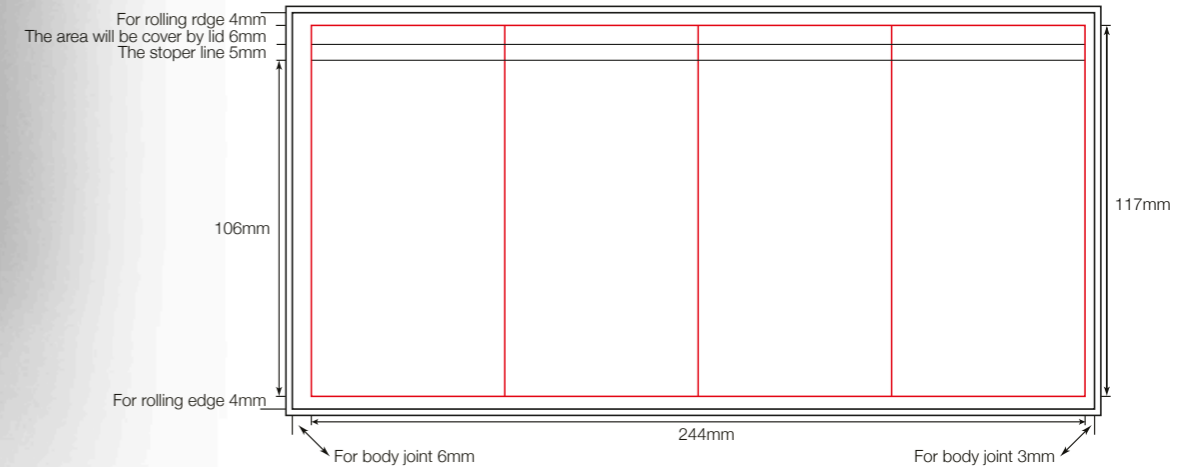
For seamless tins we only recommend printing solid colours to the body and/or edges of the lid. This is due to the stretch the artwork is subject to when it is pulled into shape. On the lid, and base you can print text or patterns.

This is an example of a cutter guide template that you will receive. Once the cutter guide has been completed it will be sent to the factory who will create a prototype tin for you to proof.

#S2-05-Lid



#S2-05-Body



## 03. Understanding point sizes

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...

How it should look

*Logotype*

When infill has occurred

*Logotype*

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.

It is important to stick to the correct font size to keep text legible. The minimum point (pt) size for printing on metal is 0.4. As a general rule, use following the for minimum font sizes:

## 04. Minimum font size

The following chart will provide you with the minimum font sizes for the various applications and material combinations that tinware has to offer. Regardless of what sizes are possible, it is important to think about what will be legible to the consumer at 100% actual size.

tinware direct		APPLICATION				
		Screen Printing	Pad Print	Litho / Digital / Transfer	Embossing / Debossing	Engraving
MATERIAL	Metal	8pt	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	-



## 05. Print considerations

### COLOUR FORMAT

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 may not come back 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 FILE FORMAT

We use Adobe Illustrator (\*.ai file extension) which 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.

### IMAGE RESOLUTION

Images intended for print need have a minimum resolution of 300dpi (dots per inch), this will help to avoid pixelation of imagery.

### HELPFUL DESIGN TIPS

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 sizes for fonts. Printing on metal requires minimum not less than 0.4pt.

## 06. Avoiding other 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 before 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.

### Typography Styles

Very Condensed

*fine line scripts*

### Detailed Symbols/Crests



## 07. 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 our Bespoke Tins.**





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