

# Sprout<sup>®</sup> SPOON

CUSTOM DESIGN GUIDE



## STEP 1 - DESIGN YOUR SPOON

There are many possibilities and few limitations

You're pretty much free to customize as you please; however, you do have a few things to consider. Please see below for a guideline in how to design your own company-branded Sprout SPOON.

## STEP 2 - DO THE ARTWORK

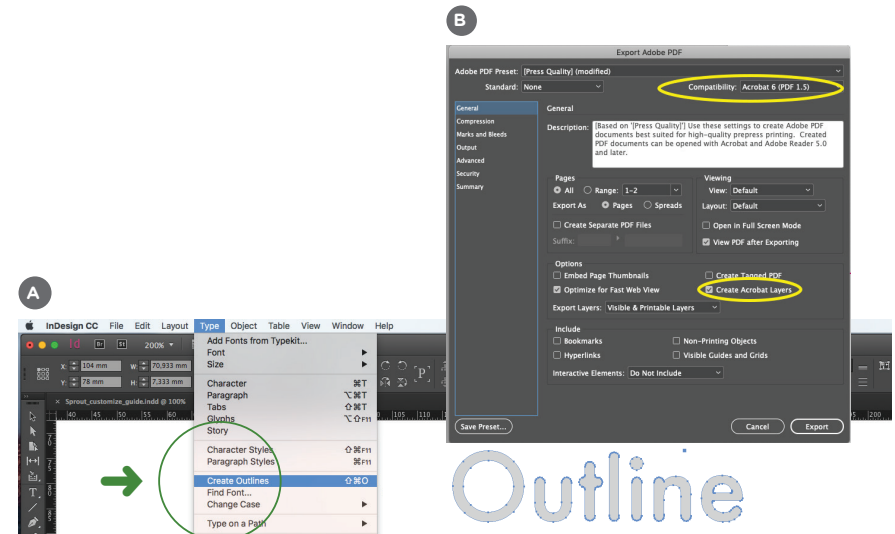
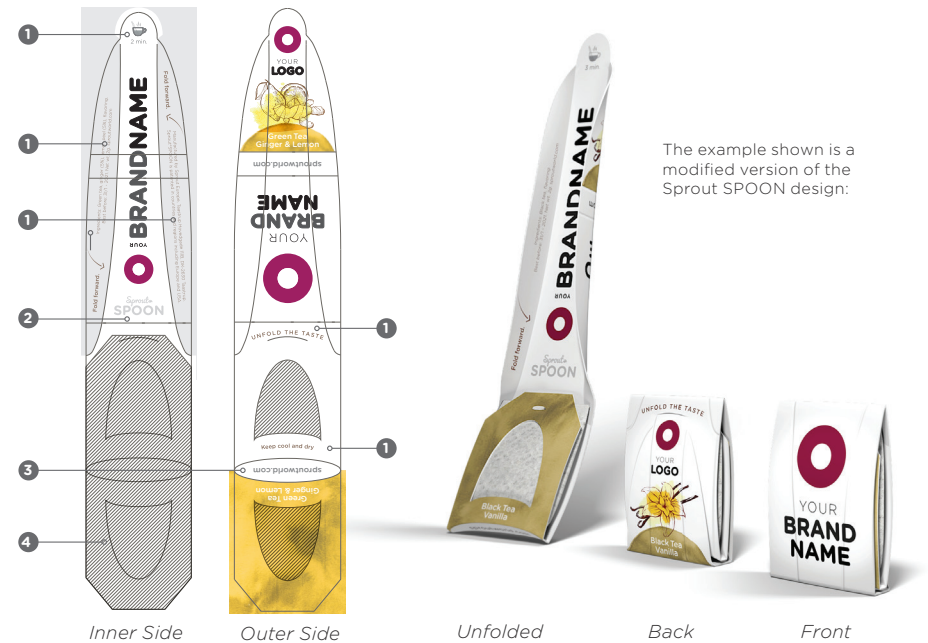
Please note:

- 1 This text is unchangeable.
- 2 The Sprout SPOON logo may not be replaced. Must be in either grey, black or negative (white).
- 3 The sproutworld.com web address may not be changed. Must be in either grey, black or negative (white).
- 4 Not printable area.

## STEP 3 - SEND TO US

Before you send the final artwork to us, make sure you have done the following:

- You have used the Sprout InDesign template to create your layout.
- All logos and illustrations are placed as EPS files.
- All colors are CMYK colors – NO Pantone colors.
- All placed photos are high resolution with 300 dpi.
- All text is outlined as shown in Image A to the right.
- The print file format is a “Press Quality” PDF with bleeds and crop marks.
- When saving to PDF, set compatibility mode to Acrobat 6 (PDF 1.5) or higher, plus check the “Create Acrobat Layers” box as shown in Image B to the right.



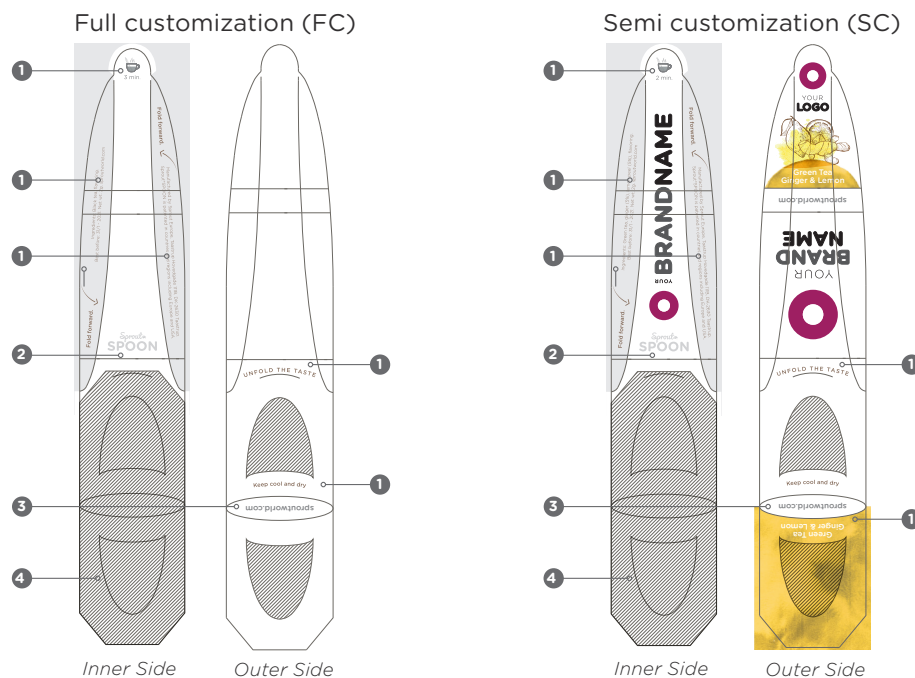
## FAQ - SPROUT SPOON TEMPLATES

### Overall Template Design:

- Are there any template standards?  
Yes. Full customization (FC) and semi customization (SC)
- Can we design all the white parts with a fullcolor print/design?  
Yes. Let your creativity flow. As long as you use CMYK colors.
- Are there any design limitations?  
Yes. Just a few.  
FC - See ❷ and ❸  
SC - See ❶, ❷ and ❸
- Can we change ground color of the gray color on the Inner Side?  
Yes.

### Text and Logos:

- Which text should we keep?  
You must keep “unfold the taste” + “keep cool and dry” + “sproutworld.com” and the tea name e.g. “Black Tea Vanilla”
- Can we change font, color and the language of the text (like German)?  
Yes.
- Are there any standards for the text?  
Yes. We recommend that you always keep the text regarding expiration date and content on your Sprout SPOON.
- Can we use our own logo?  
Yes, of course. That's the point. Have fun using your own brand. :)



## THE ARTWORK

### Please note:

- ❶ Recommended text for full customized/unchangeable for semi customized
- ❷ The Sprout SPOON logo may not be replaced. Must be in either grey, black or negative (white).
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