

CUSTOM PENCIL PRINT GUIDE

YOUR CUSTOM **COLOR** PRINT

Basil

Sprout

Sprout
PENCIL

GENERAL INFORMATION

Digital printing offers versatility for color choices and is perfect for making your brand stand out.

Your digital design can be printed in all colors — just be sure to include the CMYK color information when you submit your design and keep in mind that some colors can be difficult to see on wood.

To insure a seamless production process please note the foollowing:

1. Vector graphic

Most images you see on your computer screen are raster graphics. These include web images and photos imported from your digital camera. Raster graphics are made up of a pixel grid, commonly referred to as a bitmap.

Unlike JPEGs, GIFs and BMP images, vector graphics are not made up of a pixel grid. Instead vector graphics are comprised of paths that define the start and end point with other points, curves and angles along the way.

Our production can only work with vector graphics.

2. Vectorized typography

When creating artwork with text, the typography is linked to the document.

If the typography used is not attached when exporting the print file, the file cannot be used for production.

To ensure seamless production it's important to vectorize the typography being used in the artwork.

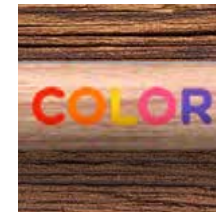
3. Colors

Avoid gradient colors for best result and please note that Pantone colors must be converted to CMYK.

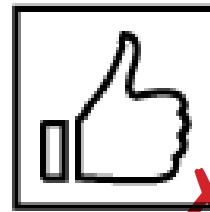
Please find the guideline on the next page.



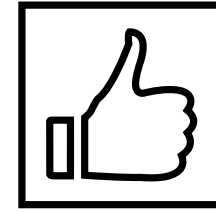
Print examples



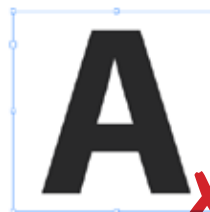
Visualization



Raster graphic



Vector graphic



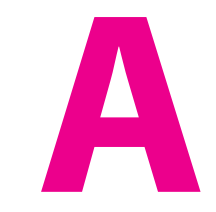
Un-vectorized typography



Vectorized typography



Gradient color



Full color (CMYK)

STEP 1 - DESIGN YOUR PENCIL

All Sprout pencils are printed with plenty of design possibilities with few limitations.:

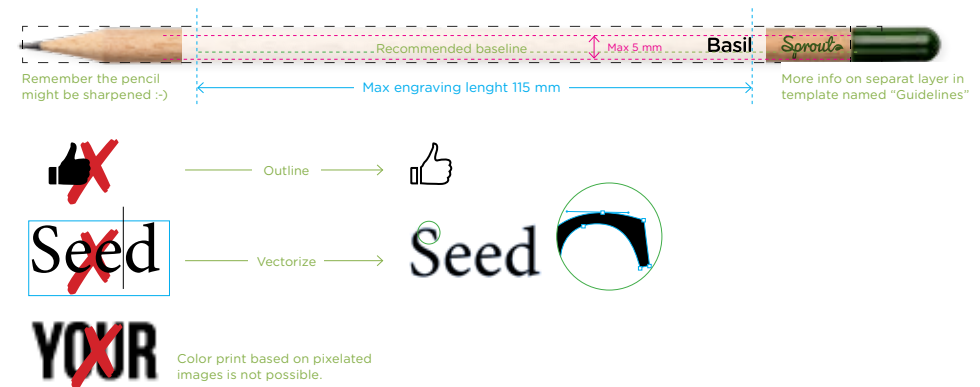
- Use any typography, logo or logotype.
 - Write the plant name in any typography.
- ...However, the Sprout logo always has to be printed and placed as shown on the right.



STEP 2 - DO THE ARTWORK

Please use our printing template and follow the guidelines:

- Max. height of logo and/or typography is 5 mm.
- Max. length of logo and/or typography is 115 mm.
- Keep all elements on the same baseline for best result.
- For the best result, avoid very small typography in your design.
- Icons/logo must be outlined/converted into vector.
- Seed name must be outlined/converted into vector.



STEP 3 - SEND FILE TO US

Before you send the final artwork to us, please check:

- You have used the Sprout InDesign template to create your artwork.
- Logo is converted into vector.
- All text is outlined and converted into vector as shown to the right.
- Print file is in CMYK colors.
- The print file format is eps.
- The print file is created as explained on the following page.



PREPARING THE PRINT FILE

Printing on pencils includes both white print and color print, so please note the following:

Visualization

When you create your design please keep in mind that the colors are adjusted to the wood that the pencil is made of. It's also important for the production process to be able to see the design.

Creating layers

In order to break the design file into a production file, you need to create 3 layers.

- 1) A separate layer that only contain color elements in CMYK.
- 2) A separate layer that only contain elements that are ultimately to be white. This must be replaced with 100% black in the file.
- 3) A separate base layer with both the color print layer and the white print layer merged together. This must also be in 100% black.

Why all this?

The process starts with printing a white base layer, and then printing colors on top of the white print. This makes the colors stand out better on the wood.

Please note that if you include logo or icons in your design, you need to keep the order of the printing process in mind.

For example: If you have a white circle on a red square in your design, you need to crop out the circle on the color print layer so that the white print layer becomes visible in the final print.



Visualization



Color print layer in CMYK



White print layer in 100% black



Base layer (Color print layer + white print layer) in 100% black