CUSTOM PENCIL ENGRAVING GUIDE

GENERAL INFORMATION

Laser engraving is a manufacturing method that uses a laser beam to change the surface of an object - in this case the pencil.

This means that the custom-made artwork will be carved in wood on the customized pencil.

To do this some technical demands need to be met.

Engraving machine

Visualization

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.

Raster graphic

Vector graphic

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 press file, the press file cannot be used for production.

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

Un-vectorized typography

Vectorized typography

3. Full black

Laser engraving is NOT a printing process so it is not possible to engrave colors or gray tones. Therefore all artwork must be in full black.

Please find the guideline on the next page.

Color

Full black

STEP 1 - DESIGN YOUR PENCIL

All Sprout pencils are laser engraved 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 engraved and placed as shown on the right.

The Sprout InDesign template can be downloaded at sproutworld.com

STEP 2 - DO THE ARTWORK

Please use our engraving 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.
- Simplify or leave out very detailed logo elements or icons.
- For the best result, avoid very small typography in your design. Laser engraving is precise but it's still carving in wood.
- Large icons/logo must be outlined
- Seed name must be converted into vector
- Inverted engraving is not possible

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 in black color
- All text is outlined and converted into vector as shown to the right
- Print file is in full black and contains no colors
- The print file format is a "Press Quality" PDF <u>without</u> bleeds or crop marks