

# Custom Hanger tag guide





## STEP 1 - DESIGN YOUR HANGER TAG

All SproutWorld hanger tags hold one individual SproutWorld pencil.

The mini single packaging measures: 195mm x 80mm

### Plenty of design possibilities with few limitations:

- The front: Completely free for you to customize as you please.
- The back: You can add your logo to backside of the card and change font and colors of the planting guide. You can translate text directly into your language. All other items are fixed.

## STEP 2 - DO THE ARTWORK

### You can make the following adjustments on the back:

- 1 The SproutWorld logo can be used in Sprout-green (CMYK: 53 13 92 0), gray, black or negative (white).
- 2 The plantin guide symbols can be changed to any color you desire.
- 3 Plant instructions can be translated into any language and any font can be used.
- 4 This space is for you to utilize: add your logo, text, QR code or image.
- 5 The FSC placeholder and recycling symbols are fixed and can't be removed.
- 6 The back of the card can be any color.

## STEP 3 - SEND PRESS FILE TO US

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

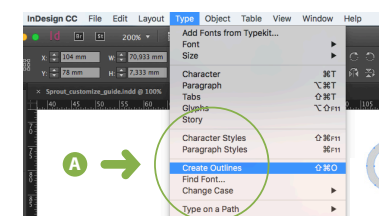
- You have used the SproutWorld InDesign template to create your artwork.
- All text is outlined and converted into vector. **A**
- Images or backgrounds are extended 3 mm outside dieline.
- All colors are CMYK colors (No Pantone colors).
- All images are high resolution with 300 dpi.
- The print file format is a “Press Quality” PDF with **3mm bleeds**. **B**
- Compatibility mode is set to Acrobat 6 (1.5) or higher. **C**
- If you've used a font that's not standard within adobe please send the font to us or make sure that all text is outlined.



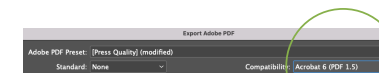
A visualization of a custom design example.



The template you can work from has the dieline on a separate layer.



Outline



\* Please be aware that RGB colors are only represented through digital screens (computer, mobiles, etc.), whereas print files are in CMYK. Therefore, there will always be a difference in the colors shown on a digital screen vs. the printed product. Note, that there will always be a slight tolerance on colors with new and reprinted press files.

Additionally, the quality of the paper affects the result of the printed color. All our Single Cards are coated on the front but uncoated on the back. Thus, this might result in a small color difference.