

# Custom mini 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 pencils.

This means that the custom made artwork will be carved in wood.

To do that there are some technical demands that has to be fulfilled in order to produce customized pencils.

## 1. Vector graphic

Most images you see on your computer screen are raster graphics. Pictures found on the Web and photos you import from your digital camera are raster graphics. They are made up of grid of pixels, commonly referred to as a bitmap.

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

Our production can only work with vector Graphic.

## 2. Vectorized typography

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

If the typography being used isn't being 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.

## 3. Full black

Laser engraving is not a printing process, so unfortunately it's not possible to engrave colors or grey tones. Therefore, all artwork must be in full black.

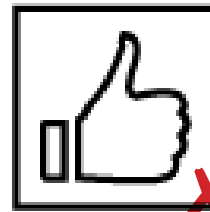
Please find the guideline on the next page.



Engraving machine



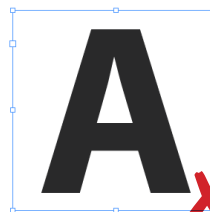
Visualization



Raster Graphic



Vector Graphic



Un-vectorized  
typography



Vectorized  
typography



Color



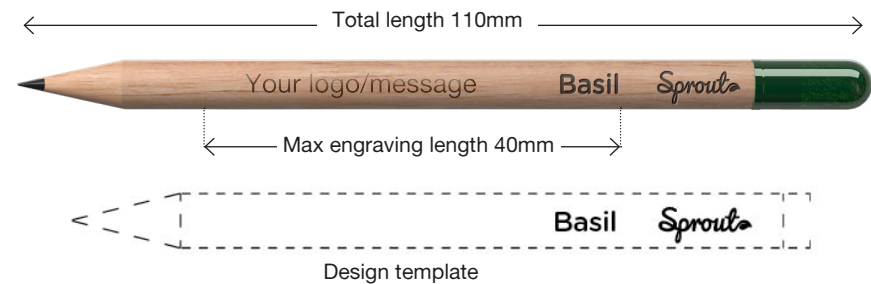
Full black

## STEP 1 - DESIGN YOUR PENCIL

All SproutWorld pencils are laser engraved with many options and few limitations:

- Use any typography, logo or logotype
- Write the plant name in any typography

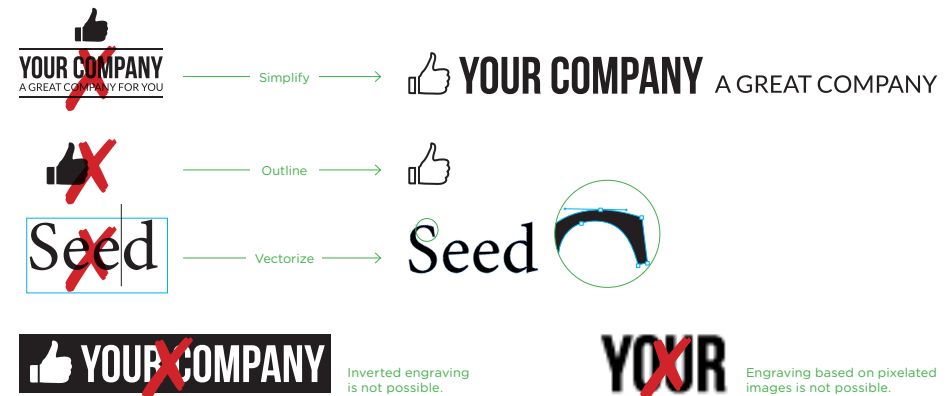
...but the Sprout logo will always have to be engraved and placed as shown to the right.



## 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 40 mm
- Choose shorter seednames such as basil, sage or thyme to have space for your logo
- Keep all elements on the same baseline for best result
- Simplify or leave out very detailed logo elements or icons
- Avoid very small typography in your design for best result. Laser engraving is very precise, but it's still carving in wood.
- Large icons/logo must be outlined
- Seed name must be converted into vector by outlining
- Inverted engraving is not possible



## STEP 3 - SEND FILE TO US

Before you send the final artwork to us, please make sure that:

- You have used the SproutWorld InDesign template to create your pencil layout
- Logo is converted into vector in black color
- All text is outlined and converted into vector as shown to the right
- Layer with guidelines is turned off
- Print file is in full black and contains no colors
- The print file format is a "Press Quality" PDF without bleeds or crop marks

