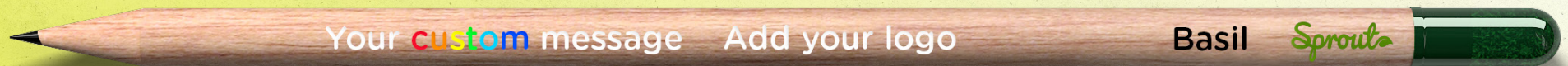


Custom pencil color print guide



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.

To insure a seamless production process please note the following:

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. Full color

Avoid gradient colors for best result.

Avoid light colors as these can be difficult to see on the wood.

Please find the guideline on the next page.



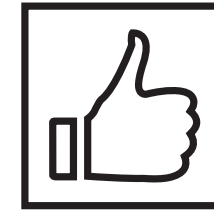
Print examples



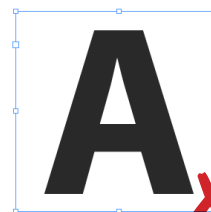
Visualization



Raster graphic



Vector graphic



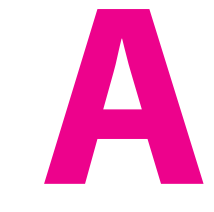
Un-vectorized
typography



Vectorized
typography



Gradient color



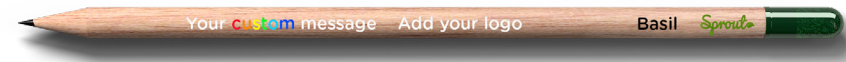
Full color

STEP1 - DESIGN YOUR PENCIL

All SproutWorld pencils are printed 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 printed and placed as shown to the right.

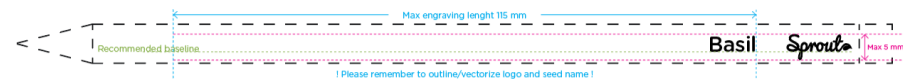


Visualization of pencil

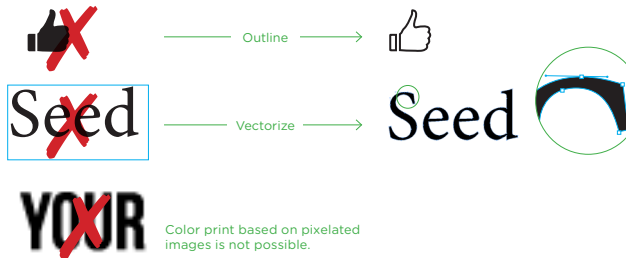
STEP2 - DO THE ARTWORK

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.
- Avoid very small typography in your design for best result.
- Large icons/logo/text must be outlined/vectorized.
- Seed name must be outlined.



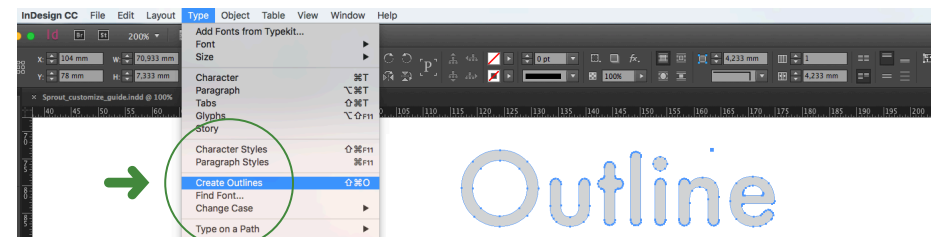
Design template



STEP3 - SEND FILE TO US

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

- 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 a “Press Quality” PDF without bleeds or crop marks.
- The print file is created as explained on the following page.



PREPARING THE PRINT FILE

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.



Visualization of pencil

Exporting the print file

When you export the print file, you need to export it as a “Press Quality” PDF. The print file format is a “Press Quality” PDF without bleeds or crop marks, with compatibility mode is set to Acrobat 6 (1.5) or higher.

Export Adobe PDF

Adobe PDF Preset: [Press Quality] (modified)

Standard: None

Compatibility: Acrobat 6 (PDF 1.5)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Description: [Based on '[Press Quality]'] Use these settings to create Adobe PDF documents best suited for high-quality prepress printing. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

Pages

Viewing

Options

Include

All

Range: 1

Export As

Create Separate PDF Files

Suffix:

View

Layout: Default

Open in Full Screen Mode

View PDF after Exporting

Embed Page Thumbnails

Optimise for Fast Web View

Create Tagged PDF

Create Acrobat Layers

Export Layers: Visible & Printable Layers

Include Hidden Spreads

Bookmarks

Hyperlinks

Non-Printing Objects

Visible Guides and Grids

Interactive Elements: Do Not Include

Save Preset...

Cancel

Export