

DESIGN GUIDELINES

BESPOKE PRINTED PAPER BAGS



DESIGN GUIDELINES

1. PRINT READY INFORMATION
2. CREATING A NET
 - 2.1 BASIC NET
 - 2.2 ADDING ARTWORK
 - 2.3 ADDING DETAILS
3. MATERIAL & FINISHES

1. PRINTREADY

All we need from you is a vector logo, and our design team will do the rest. Alternatively follow these guidelines and send us your PDF or AI artwork.

PANTONE

Four or less colours Coated, Uncoated, Metallic and Flourescent

CMYK

Five or more colours

Mix

Adding spot colours to CMYK
Adding Coated, Uncoated, Metallic and Flourescent.

RGB

Cannot be used for printing.
Please convert to CMYK before sending

VECTORS

Suitable for Logos, Designs & Artwork
Outlined Text

.PDF .AI .EPS

IMAGES

Suitable for Photo Prints
Only If: 300+ dpi, CMYK format,
Image larger than intended print size

.BMP .JPG .TIFF .PSD

INK COVERAGE

Inverting colour for reduce ink coverage schemes can be a cost effective choice

For example:
100% coverage 30% coverage



GRADIENTS

Uses ink percentages to fade out a colour.
Proof recommended to guarantee results.

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Proof recommended to guarantee results.

2. CREATING A NET

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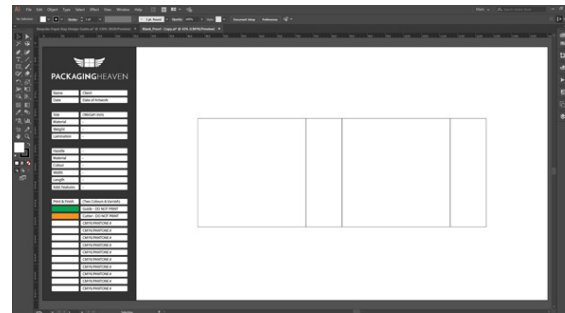


2.1 BASICNET

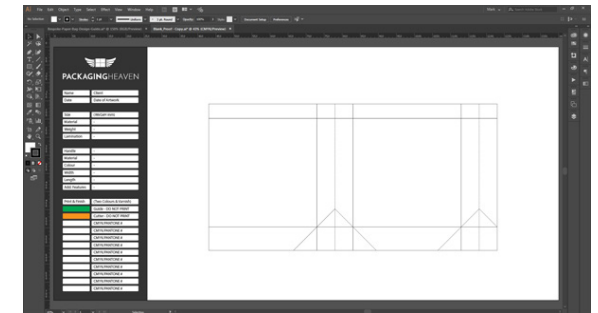


Step 1 - Download a blank proof from our website.

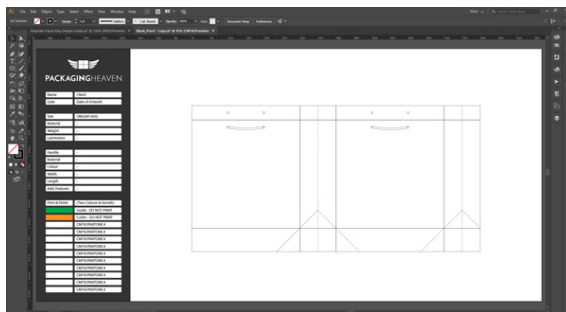
<http://www.packagingheaven.co.uk/design-guidelines/>



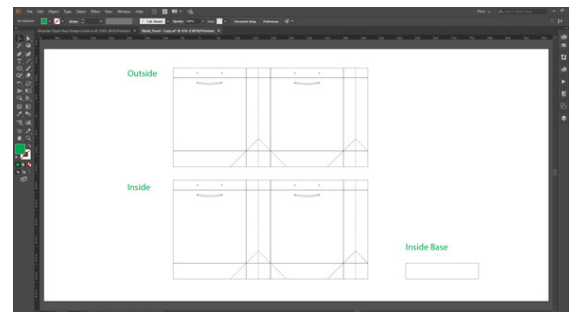
Step 2 - In Illustrator, use the Rectangle Tool (M) to draw the basic shape of your bag: front and back panels with two gussets.



Step 3 - Most bags will need a 40mm top flap (see net examples), and a base gusset of 0.65 x the side gusset width, e.g. 100mm gusset, 65mm base. Add these to your net.

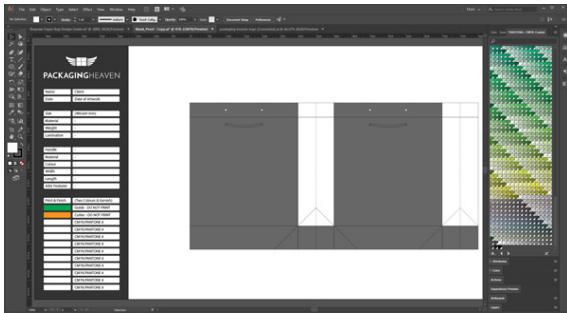


Step 4 - Add handles and any additional ribbons you want as specified by your bag type (see net examples). Rope holes will be the same width as the rope, centred to bag width and top flap height.

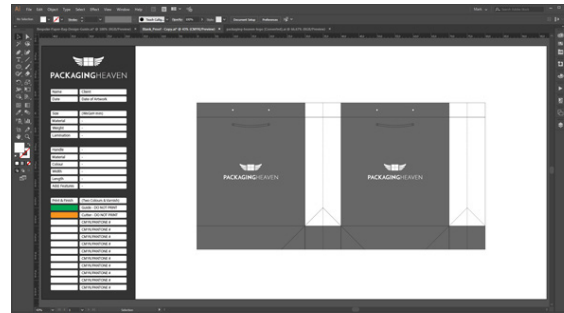


Step 5 - Optional: If you want inside printing or a printed inside base, you need to include these. Duplicate your net and label clearly. Continue with design steps with the outside and inside nets.

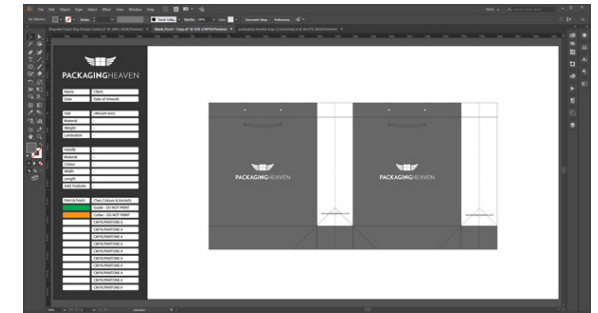
2.2 ADDING ARTWORK



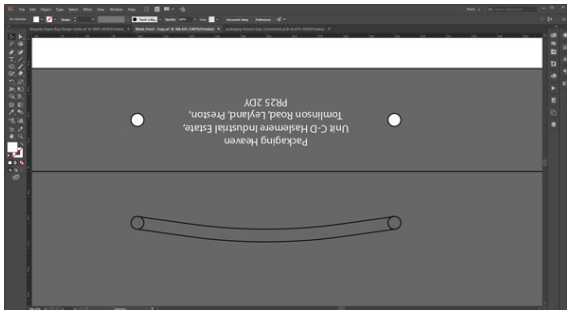
Step 6 - Add the base colours to your bag using either the Pantone Colour Books (Window > Swatch Libraries > Colour Books > Pantone Coated/Uncoated) or the CMYK colour sliders, **remember don't use RGB for your designs.**



Step 7 - Add your vector logo or design and position it on your bag. Bear in mind colour count as price increases with each colour added.

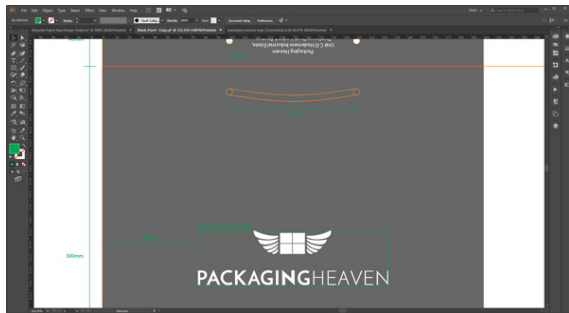


Step 8 - Add any text you'd like in your design. When finished, Outline your text so it can be opened even if we don't have your font available.

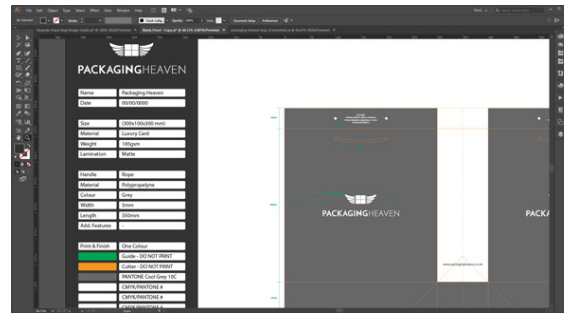


Step 9 - Any Designs on the top flap should be placed upside down as it will be folded over in manufacturing.

2.3 ADDING DETAILS



Step 10 - Add size annotations to your bag (width, gusset, height + flap heights). Try to also add handle dimensions and logo spacing measurements.



Step 11 - Fill in all known details, including colour pantones, CMYK nos. etc. If there's anything you're unsure about, leave blank and you can discuss it with a Customer Account Manager.

3. MATERIAL & FINISHES

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Bag Type	Material Choice	Available Finishes	Additional Features
Rope Handle	Luxury Card 170-350gsm Art Paper 150-170gsm Recycle Paper 130-210gsm Buckram 170-400gsm Ribbed 170-300gsm Coloured Paper 170-300gsm	Embossing Pantone Printing Metallic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish (Matte Lamination Only)	Cotton Rope Polypropylene Rope Pantone Matched Handles Gross Grain Ribbon Satin Ribbon Printed Ribbon Additional Ribbon Seal Bow Metal Eyelets Available
Insert Handle	Luxury Card 170-350gsm Art Paper 150-170gsm Recycle Paper 130-210gsm Buckram 170-400gsm Ribbed 170-300gsm Coloured Paper 170-300gsm	Embossing Pantone Printing Metallic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish (Matte Lamination Only)	Cotton Rope Polypropylene Rope Pantone Matched Handles Gross Grain Ribbon Satin Ribbon Printed Ribbon Additional Ribbon Seal Bow
Die Cut	Luxury Card 170-350gsm Art Paper 150-170gsm Recycle Paper 130-210gsm Buckram 170-400gsm Ribbed 170-300gsm Coloured Paper 170-300gsm	Embossing Pantone Printing Metallic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish (Matte Lamination Only)	Different Shape Die Cuts Available Reinforced Handles
Closed Loop	Luxury Card 170-350gsm Art Paper 150-170gsm Recycle Paper 130-210gsm Buckram 170-400gsm Ribbed 170-300gsm Coloured Paper 170-300gsm	Embossing Pantone Printing Metallic Pantone Printing Gloss / Matte Lamination Hot Foil Inside Printing Spot UV Varnish (Matte Lamination Only)	Pantone Matched Ribbon Gross Grain Ribbon Loop Satin Ribbon Loop Printed Ribbon Loop
Twisted Handle	Recycle Paper 90-210gsm	Pantone Printing Metallic Pantone Printing Gloss Lamination Hot Foil Inside Printing Reinforced Base Coated / Uncoated	Twisted Paper Handles Pantone Matched Handles PVC Tube Handle
Flat Handle	Recycle Paper 80-210gsm	Pantone Printing Metallic Pantone Printing Coated / Uncoated	Flat Handle Pantone Matched Handles Printed Flat Handle
Handleless	Recycle Paper 60-100gsm	Pantone Printing Metallic Pantone Printing Coated / Uncoated	