

Jute xpo[®]
beyondthebag



Welcome to the Jutexpo designers guide. Due to the nature of Jute the process behind creating your new look bag is slightly different to printing a leaflet or a poster. We have created this guide to give you a better insight into which ideas and designs will work best when designing your jute and juco bags.

Our creative design team have lots of design experience and are on hand to provide you with colour layouts to give you an impression as to how your finished bags will look. They are committed to making your bags look as professional as possible, please feel free to contact them with any questions you may have.



Artwork Guidelines

Design

Strong, bold designs look better on Jute. Fine detail does not appear clear when printed due to the weave of the fabric but finer detail will print better on Juco due to the flatter fabric and lighter base colour.



Jute



Juco

Colours

Please ensure that all colours are listed as pantone uncoated references. If you are unable to provide these we will endeavour to match your colours to these references as closely as possible.

Please do not use shading, tints or halftones.

Try and avoid large areas of white or light colours as these are printed with a thicker base to ensure that the natural colour of the bag doesn't show through.



Text

In order to make the text legible on Jute and Juco we recommend a minimum text height of 10mm

Please ensure that any fonts used are clear and bold. Script, thin and some italic typefaces are harder to read when printed due to the weave on a jute bag.

All fonts must be converted to outlines, or if you are using a specialised font, please supply a copy of this when submitting artwork.



Submitting files

Logos and artwork supplied to Jutexpo need to be of a high resolution to ensure that the print on the bags achieves the best possible results.

Please do not supply artwork taken from websites, these files are designed to be viewed on screen and are small in size so they appear quickly on your computer. They do not have the detail needed for printing.

Please supply all files in one of the following (in order of preference).

- High resolution, editable PDF
- Adobe illustrator eps or ai format
- High Resolution Jpg



Examples



Fabric Colours

For orders produced in India we hold a selection of stock jute already dyed. We are also able to dye jute and juco to match a specific pantone colour as well but these are subject to price and time scale of the order.

Below is the list of stock colours available in both jute and juco.

Naturals

Natural
JUTE
P4515

Natural
JUCO
P4535

Whites

Off White
P7499

Super White
P white

Stock Colours

Lemon Yellow
P101

Baby Pink
P494

Jade
P345

Pistachio
P628

Orange
P1585

Pink
P190

Lime Green
P376

Ice Blue
P5503

Red
P485

Fuchsia
P214

Green
P347

Aqua Blue
P5483

Dark Red
P187

Lilac
P5215

Hunter Green
P3435

Navy Blue
P2758

Burgundy
P208

Coffee
P476

Purple
P511

Black
P black

Please note that due to the nature of jute and juco, these colours are for representative purposes only, the final product may vary slightly in colour.



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