



## ARTWORK GUIDELINES



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 jucobags.

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

Due to the nature of Jute the process behind creating your bag is slightly different to printing a leaflet or a poster. This section gives you an insight into which ideas and designs will work best when **designing your chosen bags**.

### DESIGN

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



### 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**.





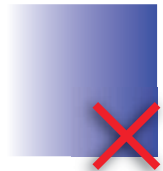
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### COLOURS

Please ensure that all colours are listed as **pantone 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 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.

We are able to print some CMYK images on Juco and Cotton but this is subject to seeing the artwork as not all images lend themselves to this process.



### SUBMITTING FILES

Logos and artwork supplied 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 do not have the detail needed for printing.

Formats for supplying artwork are:  
Vector Graphic in an editable PDF  
Adobe Illustrator eps or ai file  
High Resolution Jpg





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