

# DESIGN GUIDE

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Bespoke Tissue Paper

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## PRINT READY

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

If you have any questions regarding design, formats or file types, contact the design team directly on **028 926 075 95**

### PANTONE

- ✓ Four or less colours
- ✓ Coated, Uncoated, Metallic and Flourescent

### VECTORS

- ✓ Suitable for Logos, Designs & Artwork
- ✓ Outlined Text

.PDF .AI .EPS

*\*PDFs can contain bitmaps, please check it's fully vector before sending*

### CMYK

- ✓ Five or more colours

### BITMAPS

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

.JPG .TIFF .PSD

*\*Bitmaps will be reviewed before use*

We can covert a bitmap to a vector for you for a charge. Speak to a Customer Account manager for more information.

### MIX

- ✓ Adding spot colours to CMYK
  - ✓ Adding Coated, Uncoated, Metallic and Flourescent
- \*Mixes can incur extra cost*

### INK COVERAGE

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

For example:

100% coverage      30% coverage



### RGB

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

### GRADIENTS

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

# CREATING A NET

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**Our Design Team who will go over your design and check everything is ok before sending to manufacture.**

Use this checklist to make sure we receive all the information required:

Print ready net inc. Artwork

Size of paper (WxH in mm)

Material

Weight of Material

Lamination

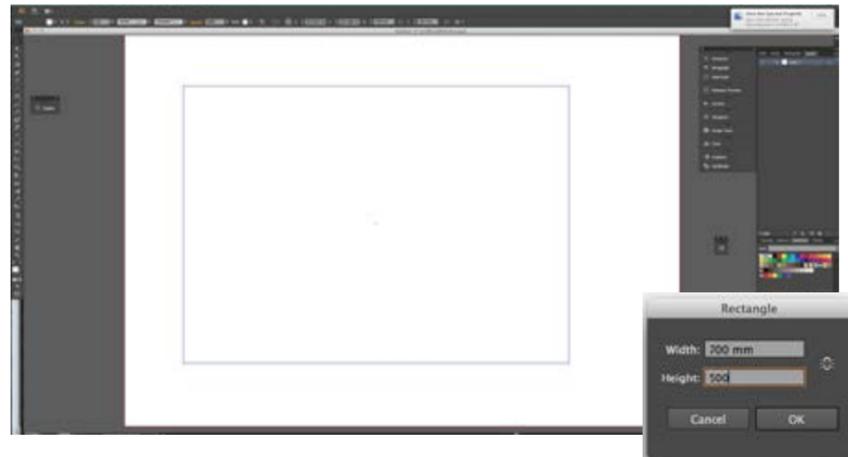
Colours

Special Finishes

Any additional features

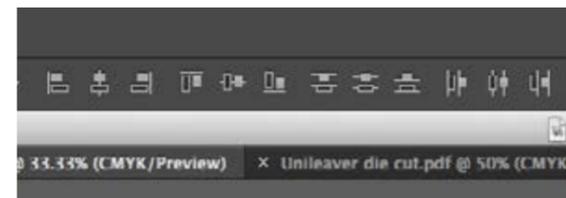
# CREATING A NET

## Step 1 - The Net

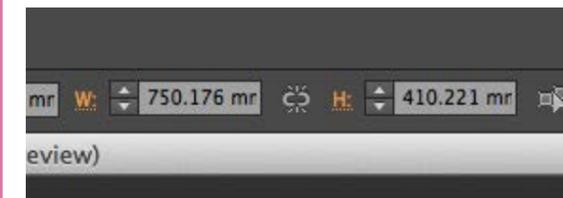


1\_ In Illustrator, use the Rectangle Tool (M) to accurately draw the basic shape of your paper.

### USEFUL TIPS



+ Use the Align tools to get perfect alignment of shapes



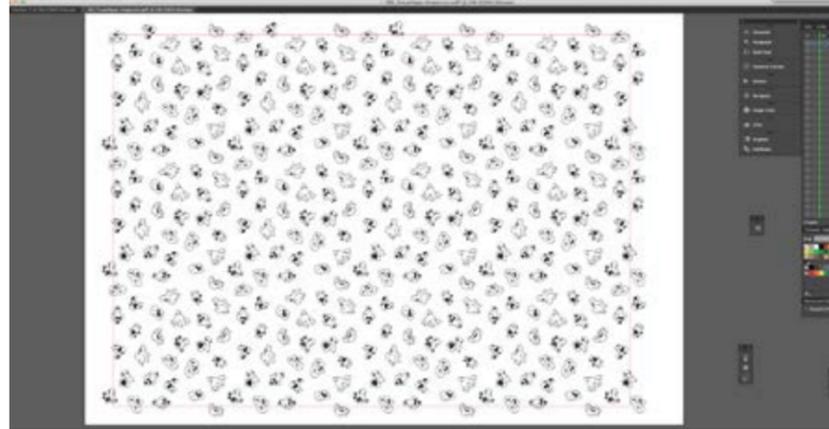
+ Adjust dimensions exactly by using the W & H boxes. Constrain proportions by selecting the chain link icon.



+ Check your orientation, at this stage decide if you'd like your tissue paper portrait or landscape

# CREATING A NET

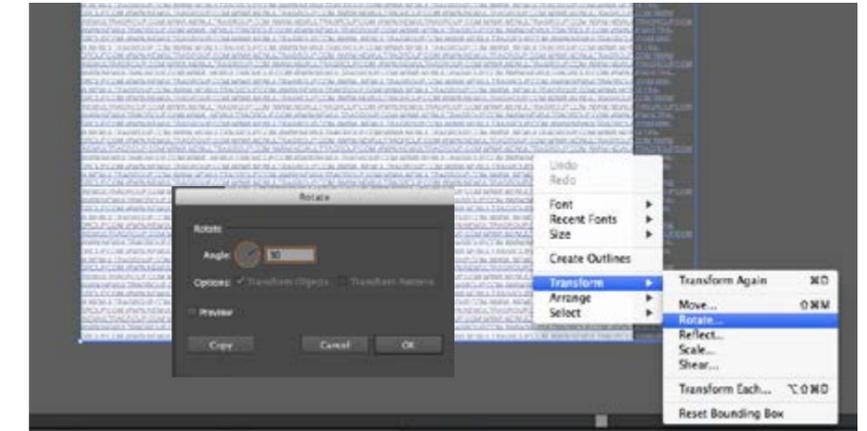
## Step 2 - Adding Artwork



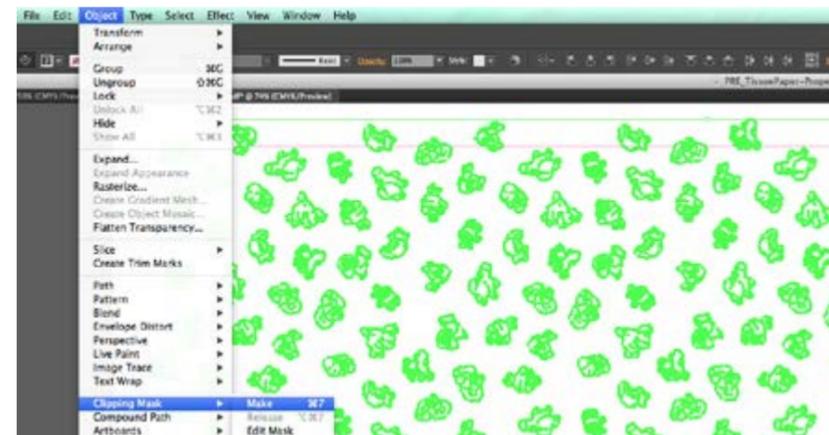
**1\_ Add your artwork to the tissue paper by dragging it in from your browser.**



**2\_ Scrolling text:** To create a scrolling piece of text, e.g. a URL, simple type it out, add 2-3 spaces, copy and paste the width of your tissue paper. Copy and Paste this line, staggering it slightly, for the height of your paper.

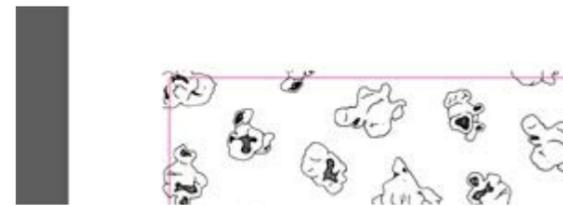


**3\_ Diagonal text:** Follow the steps for Scrolling text, then select all of the lines, right-click ...Transform... Rotate. Enter your desired angle, e.g. 30 degrees, and hit ok.



**4\_ Clipping masks:** If you have a complete design, fit it exactly to your tissue paper with a clipping mask. Group it together with a rectangle. Select the group and go to Object... Clipping Mask... Make.

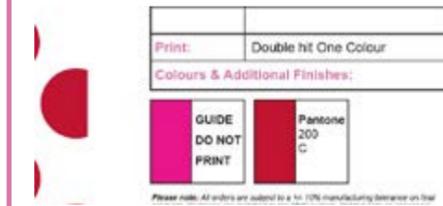
## USEFUL TIPS



+ Don't forget to add a 2-3mm bleed to your artwork to prevent edge printing errors.



+ You can print with white onto white tissue paper! Use a Guide colour - clearly marked - to show the design to print white.



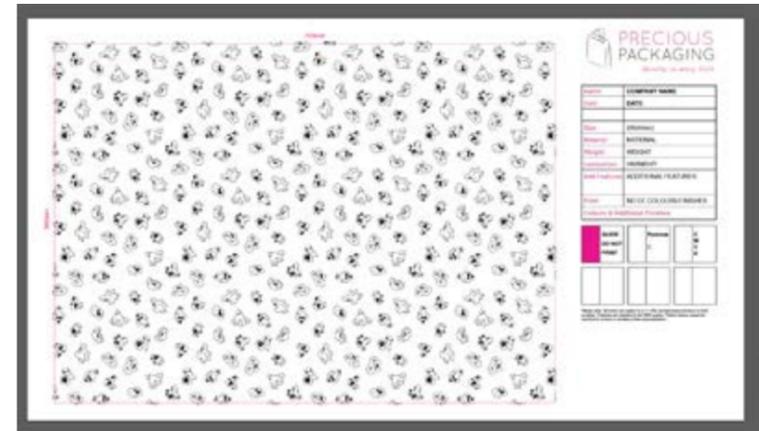
+ For bold colours, you can specify a double-hit pantone, where a colour will get printed twice for vibrancy.

# CREATING A NET

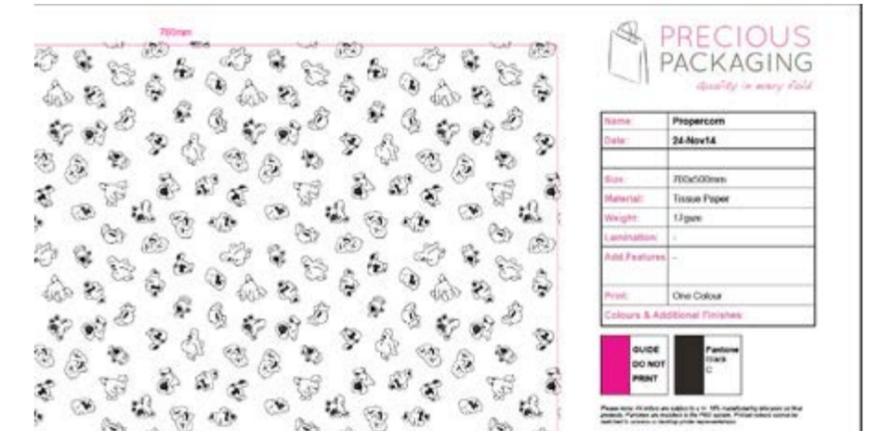
## Step 3 - Adding details



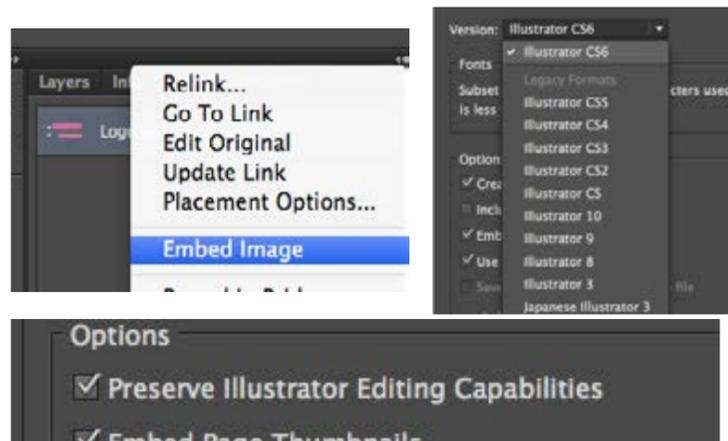
1\_ Add size annotations to your tissue paper, letting us know which way round you'd like your print to be



2\_ Download the blank design table from: <http://www.preciouspackaging.co.uk/design-guide-tissue-paper-helpful-guides> and insert it onto your artwork.



3\_ 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



4\_ Save your design and make sure your Editing Capabilities are Preserved, images are Embedded and it's compatible with other versions of Illustrator to allow our Design Team to access your artwork.

## USEFUL TIPS

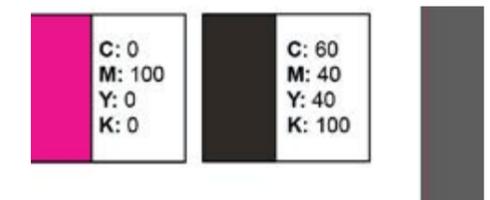


+ Use Ctrl/Cmd+O to adjust the size of your canvas if needed to add the Design Table.



+ Specify features such as Double Hit Pantone or Food Grade paper when filling in your design table.

Date:	24-Nov14
Size:	700x500mm
Material:	Food Grade Tissue Paper
Weight:	17gsm
Lamination:	-
Add Features:	-



+ When using CMYK, to get true black use 60, 40, 40, 100, instead of 0, 0, 0, 100 which will look grey.

# T I S S U E P A P E R

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**We can make tissue paper at any bespoke size. This guide provides the three main sizes of tissue paper, along with outlining special requirements such as Food Grade or even Wrapping Paper.**

Use the following pages to help pick which type of Tissue Paper and finishes you're looking for.

**Lead time:** From 3 weeks  
**Min Quantity:** 2 000 sheets

Our small tissue paper is half the size of standard tissue paper, ideal for lining a box or wrapping something small - such as individual cakes.

We print full sheets, which are then cut. Please provide your design on a 700x500mm net, with a clear cutting line.



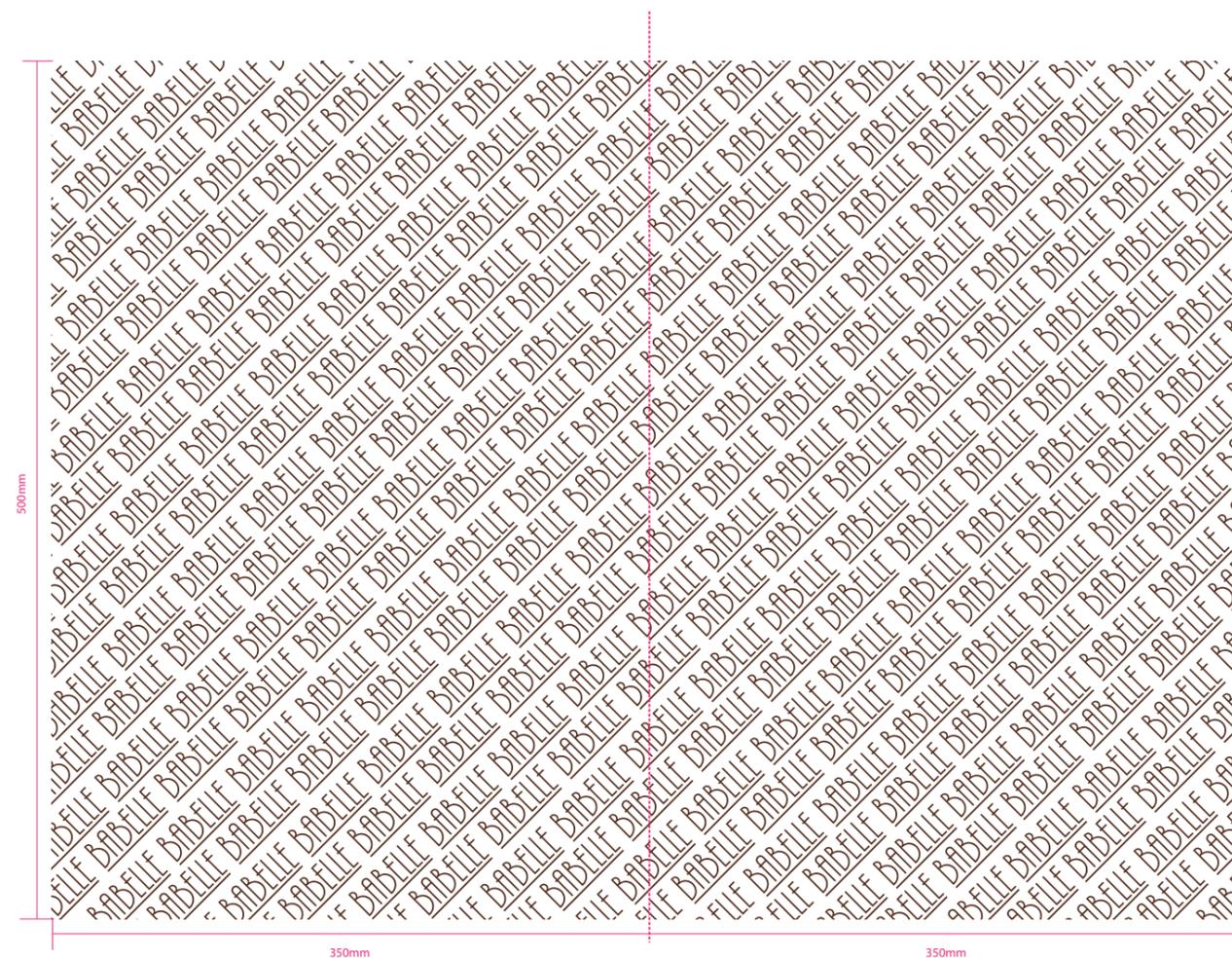
- 17-30gsm Tissue Paper
- 17-30gsm Food Grade
- 17-30gsm Clothing Grade
- 65-70gsm Wrapping Paper



- Pantone printing
- Metallic Pantone printing
- Varnish coating
- Spot UV Varnish

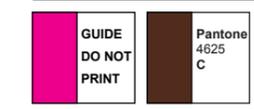


\*see glossary for a breakdown of materials, finishes and handles



**PRECIOUS PACKAGING**

<b>Name:</b>	Babelle
<b>Date:</b>	1-Dec-14
<b>Size:</b>	500x350mm
<b>Material:</b>	White Food Grade Tissue Paper
<b>Weight:</b>	40gsm
<b>Lamination:</b>	-
<b>Add.Features</b>	-
<b>Print:</b>	White
<b>Colours &amp; Additional Finishes:</b>	



Please note: All orders are subject to a +/- 10% manufacturing tolerance. Pantones are matched to the PMS system. Printed colours may vary slightly from screen or desktop printer representations.

**Design Tip**  
 Don't forget to specify if you want a special paper grade!



**Lead time:** From 3 weeks  
**Min Quantity:** 1 000 sheets

700x500mm is our standard Tissue Paper size and is most commonly found accompanying products inside carrier bags, boxes or as an extra layer of wrapping.



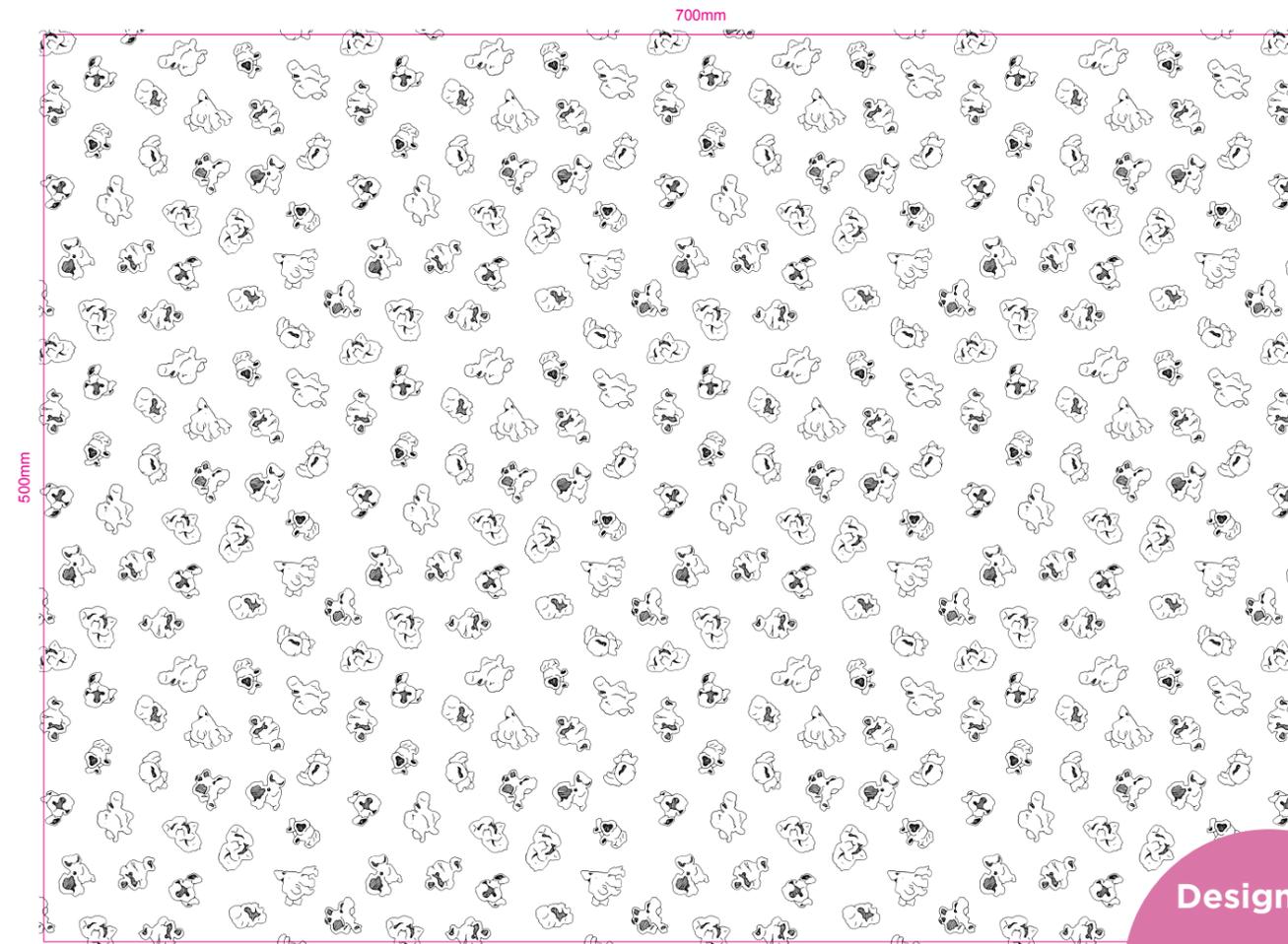
- 17-30gsm Tissue Paper
- 17-30gsm Food Grade
- 17-30gsm Clothing Grade
- 65-70gsm Wrapping Paper



- Pantone printing
- Metallic Pantone printing
- Varnish coating
- Spot UV Varnish



\*see glossary for a breakdown of materials, finishes and handles



**PRECIOUS PACKAGING**

<b>Name:</b>	Propercorn
<b>Date:</b>	24-Nov14
<b>Size:</b>	700x500mm
<b>Material:</b>	Food Grade Tissue Paper
<b>Weight:</b>	17gsm
<b>Lamination:</b>	-
<b>Add.Features</b>	-
<b>Print:</b>	One Colour
<b>Colours &amp; Additional Finishes:</b>	

GUIDE DO NOT PRINT	Pantone Black C
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Please note: All orders are subject to a +/- 10% manufacturing tolerance on final products. Pantones are matched to the PMS system. Printed colours cannot be matched to screens or desktop printer representations.

**Design Tip**  
 Remember to use a clipping mask to get a design the perfect size



**Lead time:** From 3 weeks  
**Min Quantity:** 1 000

This large size is a metre in width, perfect to use to wrap up large objects such as clothes, shoes or as an accessory inside larger packaging.



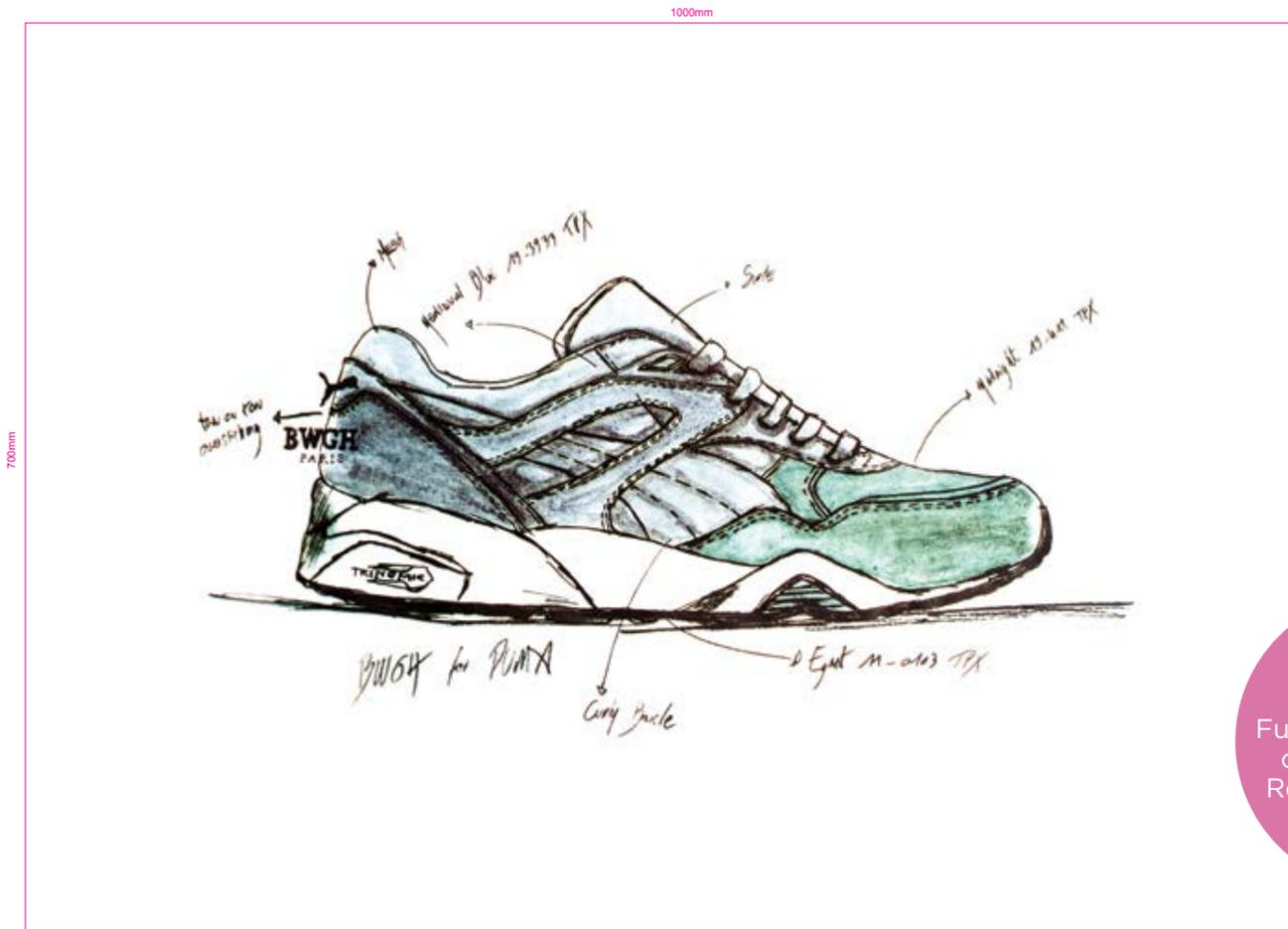
- 17-30gsm Tissue Paper
- 17-30gsm Food Grade
- 17-30gsm Clothing Grade
- 65-70gsm Wrapping Paper



- Pantone printing
- Metallic Pantone printing
- Varnish coating
- Spot UV Varnish



\*see glossary for a breakdown of materials, finishes and handles



**PRECIOUS PACKAGING**

Name:	Puma
Date:	15-Mar-14
Size:	1000x700mm
Material:	Tissue Paper
Weight:	30gsm
Lamination:	-
Add.Features:	-
Print:	Full Colour
Colours & Additional Finishes:	



Please note: All orders are subject to a +/- 10% manufacturing tolerance on their products. Pantones are matched to the PMS system. Printed colours cannot be matched to screen or desktop printer representations.

**Design Tip**  
Full colour designs can be printed. Refer to the Print Ready section

# GLOSSARY



	<b>Tissue Paper</b> Thin translucent paper that helps to add extra luxury to packaging
	<b>Food Grade</b> Non-toxic tissue paper with a coating to ensure no ink will run onto food products
	<b>Clothing Grade</b> Varnish tissue paper, preventing ink running onto garments
	<b>Wrapping Paper</b> Thicker, stronger paper that can hold up to more wear and tear



	<b>Pantone Printing</b> Using Pantone codes to print accurate vibrant colours
	<b>Metallic Pantone Printing</b> Pantone codes which represent eye catching, shiny metallic colours
	<b>Varnish</b> Protective thin layer of coating to prevent ink running
	<b>Spot UV</b> A thin layer of varnish that creates a shiny finish that reflects in the light

