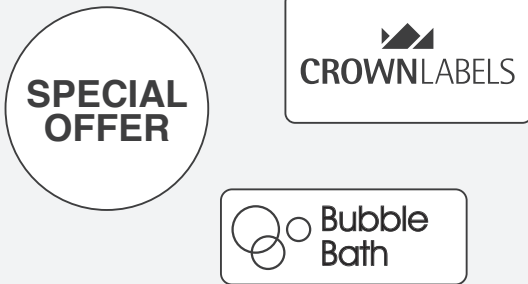


We love producing a range of labels, including stunning metallic stickers, using our Hot Foil print process. Use these artwork guidelines to help ensure your artwork is suited to this process in order to achieve the best possible result.

Great for Hot Foil

- ✓ **Bold designs using geometric shapes**
Other designs can be printed, but the print may not be as clear
- ✓ **Standard sized text**
Larger text prints better, so make sure it is not too small
- ✓ **Regular lines and strokes**
Stroke outlines which are too small may not print or could merge

Good examples of Hot Foil designs:



Unsuitable for Hot Foil

- ✗ **Images and pictures**
Foil print plates are not capable of this level of detail
- ✗ **Very small text or fine lines**
Heat in this process can cause foil to spread, merging fine details
- ✗ **Designs where specific colour choices are vital**
The ribbons used for this process only come in a limited colour range

Unsuitable Hot Foil design examples:



Our design team will use your provided artwork to generate an artwork proof before your labels are produced, which will give you opportunity to check everything over and ask any questions you may have.

Quick Checks:



Fonts + Text

Minimum Size: 4pt
Convert to outlines or provide font files for non-standard fonts.



Vector Artwork

Provided as .pdf or .ai
We may be able to help you with your artwork - get in touch to discuss.



Strokes + Lines

Minimum weight: 0.3mm
Please contact our design studio if you need lines that are finer than this.



Colour Choices

Make them clear
If you're using multiple colours, ensure that your design is clear.

Can Crown Labels produce my artwork?

We recommend finding a dedicated design company in most cases.

Sometimes we can make basic label designs, often free of charge. Let our team know what sort of design you're looking for, and we'll see how we can help.

crownlabels.co.uk/support