

beyond  
the  
bag

# ARTWORK GUIDELINES



ASIA JUTE  
Superior to the Jute Products



[www.asiajute.com](http://www.asiajute.com)

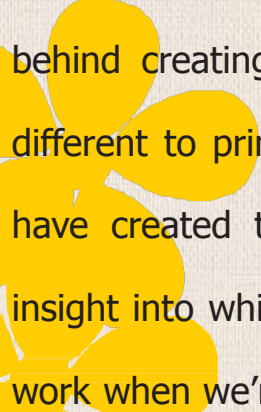
[asiajute@gmail.com](mailto:asiajute@gmail.com)

## Introduction to Jute



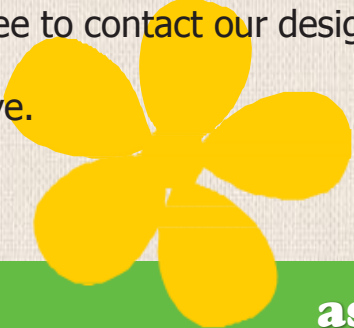
# H

ello and thank you for choosing Asia Jute to provide you with your brand new Jute bags.



Due to the nature of the material, the process behind creating your new look bag is slightly different to printing a leaflet or a poster, so we have created this guide to give you a better insight into which kind of ideas and designs can work when we're producing your Jute bags.

Our Creative Design team have lots of design experience and are on hand to provide you with full color layouts to give you an impression as to how your finished bags will look. They are committed to making your bags look as good as possible, please feel free to contact our design studio with any questions you may have.





# Bag types



So far your Jute bag has been made in our factory and has been brought here ready for printing. Below are the different shapes, sizes and colours of the various bags we have available.



more bags this way.....



# Printable Area

Each bag type has a maximum print area, this gives you an idea as to how big your design can be produced on that particular bag. Below the maximum print area is indicated by the green dashed area and is usually centred on the bag.

**GH034**

W: 22cm x H: 18cm



**GH019**

W: 25.5cm x H: 19cm



**GH030**

W: 25.5cm x H: 27cm



**GH029**

W: 26cm x H: 26cm



**GH001**

W: 25.5cm x H: 27cm



**GH099**

W: 23cm x H: 23cm





# Colors

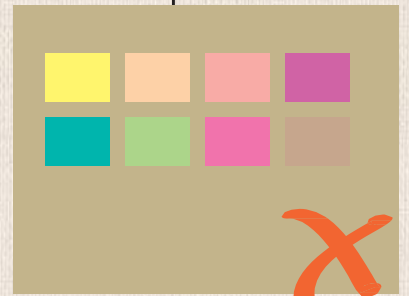
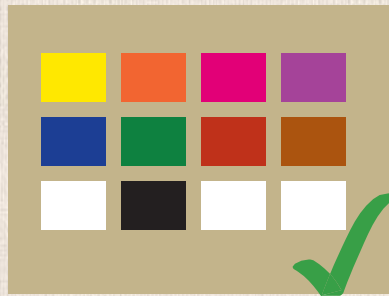
## Design

Strong bold designs work best. Shading and fine details aren't possible.



## Color Choice

With the natural biscuit color, bold, stronger colors look better.



## Colors

We recommend a maximum of 4 solid colors. The bags are screen printed, so each color is printed separately. Often fewer colors look more effective.



## Color Usage

Colors cannot touch.

Colors need to be solid, shading, tints and halftones are not possible.





# Text

## Text Size

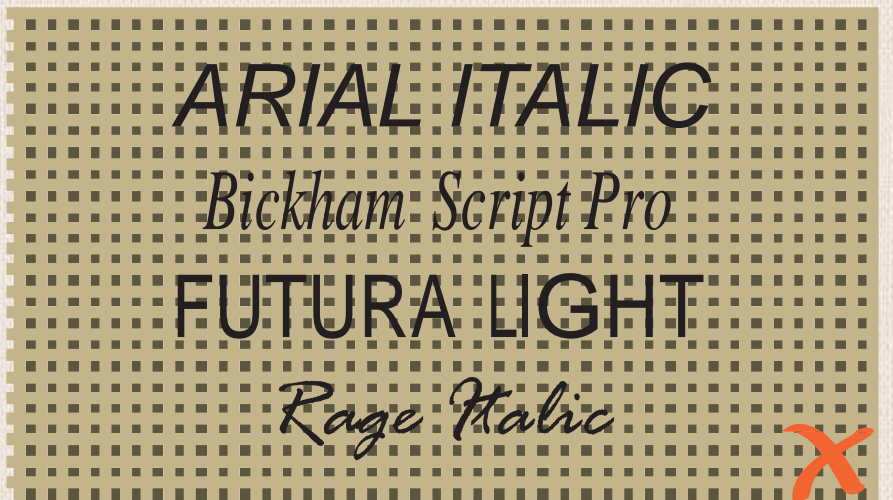
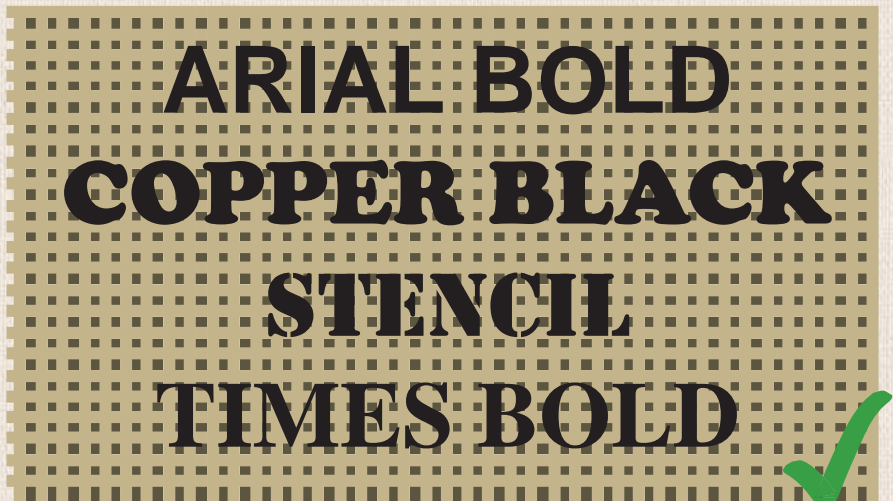
The smallest part of the text needs to be at least 10mm high or 36pt in order to be legible.

10  
0  
mm **10 mm**



## Text Styles

Standard typefaces are easier to read than italic, thin typefaces and some of the more script typefaces, this is due to the weave used to make the Jute bag.





# Photos

Due to the nature of screen printing, we are unable to print full process color photos.

However, we can convert into single color designs, either by half tones dots or lines and line art.



Full Color Image



Single Color



Halftone, dots



Halftone, lines



Line drawing





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# Printing

## Screen Printing

The bags are screen printed using traditional methods. Firstly, the design is broken down into separate colors and the framed screens are made.

Next, the first color is screen printed and the bag is left to dry. Then the process repeats for the remaining colors. Once the bags are printed, they are boxed and delivered to your door.







# Providing Files to us

## Sending files

The artwork needs to be as high resolution as possible. If the image is of a low resolution the image becomes pixelated and we can't generate the artwork.

For bitmap images:

Minimum resolution is 300DPI (dots per inch). 600DPI is recommended. For example, images used on web sites are usually 72DPI to keep the file size small and files used in printing are 300DPI to allow for more detail so please try and avoid using files from Web sites.



File for Print



File copied from a web site

## File Formats

Ideally we would like you to provide your artwork for your bag in a format listed below.

In order of preference:

1. Vector image (i.e. Adobe EPS, PDF or Illustrator, Corel Draw)



2. Bitmap Image (i.e. Adobe Photoshop eps, tif, jpg, bmp or Paintshop pro)



We hope this guide has helped you to understand more about the possible designs that will work on Jute. Should you require more information please contact us on +880 1715 34 39 00. We look forward to working with you.



**Goodbye**

