# Specifications for designing your own customised flower food sachets

## To create your own design you must have *Adobe Illustrator*.

1. Create your own design in collaboration with a designer. For example the same designer that made your logo.
2. Create the design yourself with your knowledge of Adobe Illustrator.

## Start your design

Download our templates as a base for your design. You'll get a ZIP download which contains a landscape and a Portrait template. Choose which one suits your style and start designing your own Flower food sachet. Follow the guidelines to be sure of making a design that's correct according to the specifications.

## 1. General specifications

**Images**

- Images have to be *300dpi*. The rule in general is: the lower the dpi, the lower the quality.
- **Don't** use images of *Chrysal* products or logos.
- Keep the images within the given frame. This frame is shown with grey lines. Do not place any text, images or patterns outside of this frame.
- The printing technique we use is digital so it is possible to have small details in images.

**Text:**

- The minimum fort size is 6pt; don't use smaller otherwise it may not be readable.
- Make sure the combination of colours selected allows your text to remain readable.

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## 2. Front design

- The template has a grey outline (see blue arrow). This frame indicates the area in which you can place text, images and patterns.
- The outer frame (see orange arrow) can only exist out of one colour. Use this colour for the reverse as well. This colour can also be used within the inner frame.
- The colour used for the other frame on both the front and reverse must both be the same.

**1. Place no text, images or patterns outside this frame.**

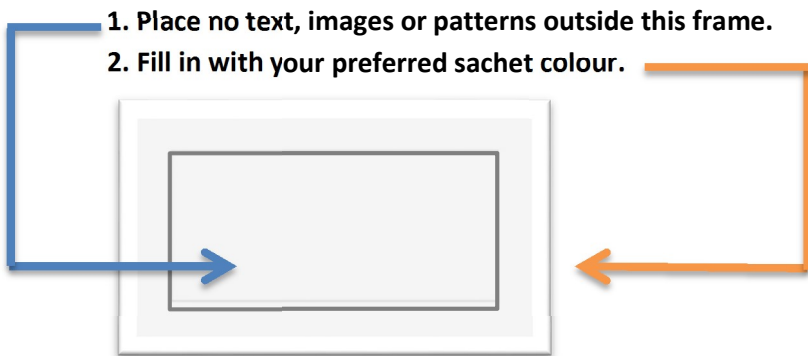**2. Fill in with your preferred sachet colour.**



Figure 1. Example placing of elements – Landscape front

- There cannot be any Chrysal on the front. Not as a logo and not as a text.
- Place your logo/company name/motto/email/social media/website on the front of the design. **Your logo or company name is mandatory on the front of the design.**
- Figure 2 shows an example of what the outcome is if you follow the guidelines above.



Figure 2. Example your own design– Landscape front

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### 3. Reverse design

- The icons on the reverse of the sachet can be personalised. You can do this by for example changing the vases and/or flowers. You can also change the icons into a text format.
- **The following information must remain on the reverse of the sachet and should not be edited. The only exception to this changing the colour of the logo which should be <u>either black, white or Chrysal blue PMS 300C.</u>**

Cut flower food made by:
**Chrysal International BV**
P.O. Box 5300,1410 AH Naarden
the Netherlands, www.chrysal.com
**CHRYSAL**



- Make sure that the icons and text stay visible. This means, do not use a very busy background. As you can see in figure 3, you can see an example of a reverse design with within the grey lines a personalised background. Keep in mind, the outer frame most be the same colour as the front
  **<u>Remember; use the same colour in the outer frame as on the front of the sachet.</u>**

**Figure 3. Example your own design – Portrait reverse**

**When you're finished with designing the front and reverse, save your files as following:**

Save the front and reverse separately as a JPG, PNG or SVG. You will have two separate saved files. For example: front.jpg, reverse.jpg. These should not be a PDF.

- Once you've followed the steps above, you'll be ready to upload your front and reverse via the tool. custom.chrysal.com with option **C. Upload your design**
- Proceed with your order process and order your own Customised Flower food sachets!

### In case you have any questions, please contact us.

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