Specifications for designing your own customized 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 font size is 6pt; don't use smaller otherwise it may not be readable.
- Make sure the combination of colors selected allows your text to remain readable.

2. Front sachet 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 color. Use this color for the reverse as well. This color can also be used within the inner frame.
- The color used for the other frame on both the front and reverse must both be the same.
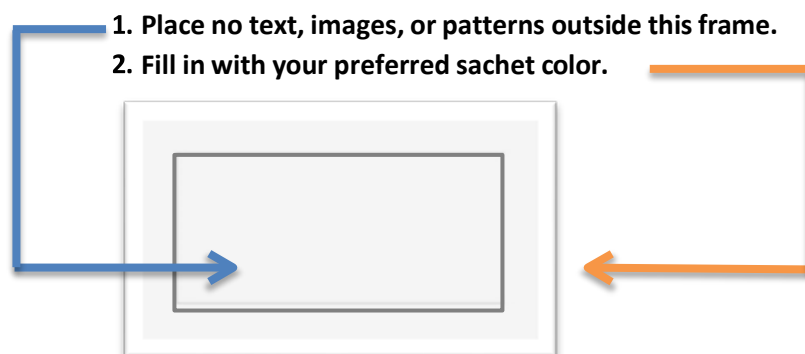
1. Place no text, images, or patterns outside this frame.
2. Fill in with your preferred sachet color.

Figure 1. Example placing of elements – Landscape front.

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- 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

3. Back of sachet design

- The icons on the reverse of the sachet can be personalized. 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 color of the logo which should be either black, white or Chrysal blue PMS 300C.**

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

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- 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 personalized background. Keep in mind, the outer frame most be the same color as the front.

Figure 3. Example your own design – Portrait reverse

 Remember: use the same color in the outer frame as on the front of the sachet.

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

- Save the front and reverse in one PDF with two pages. Page one will be the front, and page two will be the reverse. Make sure the dimensions are correct according to the templates you've downloaded.
- If you've done the steps above, you'll be ready to send us your design in PDF.
- Send an email with the following info, and we will contact you as soon as possible. Email to: JFeliciano@Chrysal.com and/or Juliana.Gutierrez@Chrysal.com

<u>**Please include the following in the email:**</u>

- Name of your company
- How many boxes would you like to order?
- Attached your design to be checked and approved.

In case you have any questions, please contact us.