SKU: 100111

SHOE CHARMS - 35MM
CUSTOMER ARTWORK

Artwork Guidelines

- Shoe Charm is completely custom & can be almost any shape. (Up to 35mm max)
- Front side: Produced as a mould / Back side: Black button (insert for Shoe clog holes)
- 2D raised flat / 3D bubble print - Can be up to 5 colours that are solid colours (PMS colours)
- CMYK Print - Used for full colour images, gradients etc. (Printed flat)
- A 2mm bleed needs to be supplied on every artwork.
- Refer to page 3 for sample output

BACK: Black Button

Artwork in Full
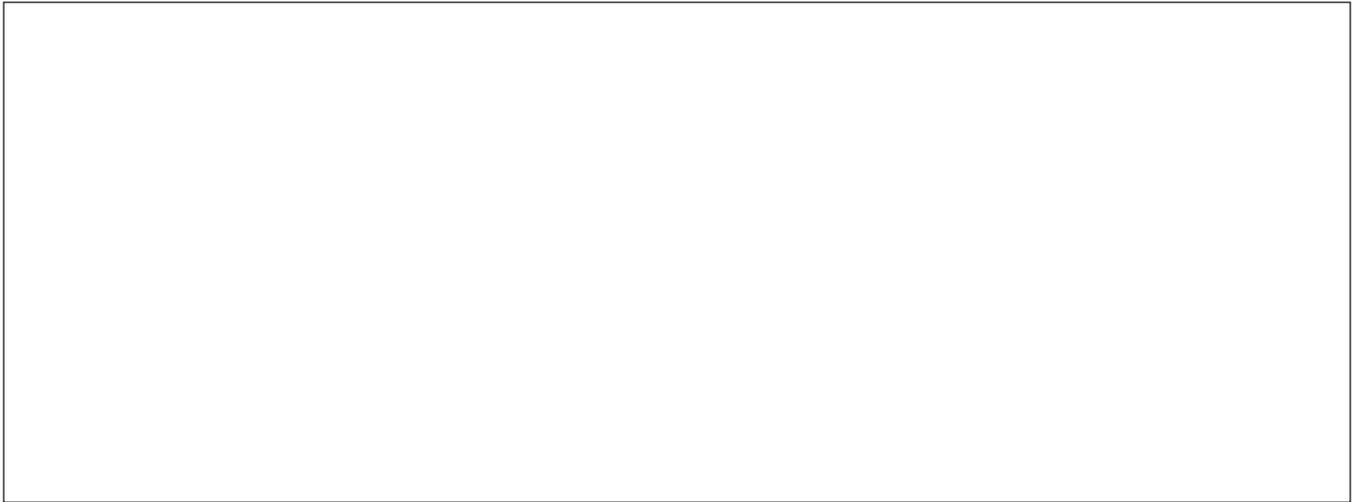
Layer 1

☐ Raised   ☐ Recessed
☐ CMYK   ☐ 2D   ☐ 3D
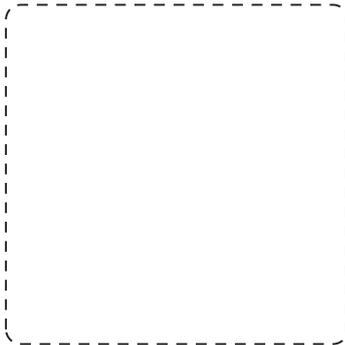
35x35mm

Layer 2

☐ Raised   ☐ Recessed
☐ CMYK   ☐ 2D   ☐ 3D

35x35mm

Layer 3

☐ Raised   ☐ Recessed
☐ CMYK   ☐ 2D   ☐ 3D

35x35mm

refer to page 3 for sample output

Note:

- Layers are not applicable if the branding process is <u>100%</u> CMYK UV Print as it will be printed flat.
- <u>Raised</u>–a kind of printing process where the elements are slightly lifted from the surface, adding an extra layer of thickness to specific areas of the artwork. *(refer to pg. 3-5)*
- <u>Recessed</u>–a printing process that results in an element that is below the level of the surrounding surface, creating a depth and texture effect. It is used to create a sunken or indented pattern. *(refer to pg. 3-5)*

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**SKU: 100111**

SHOE CHARMS - 50MM
CUSTOMER ARTWORK

Artwork Guidelines

- Shoe Charm is completely custom & can be almost any shape. (From 36mm to 50mm max)
- Produced as a mould on front side. Back side is black button.
- 2D Print - Can be up to 5 colours that are solid colours or no gradients (PMS colour are to be used)
- CMYK Print - Used for full colour images, gradients etc. (Printed flat)
- A 2mm bleed needs to be supplied on every artwork.
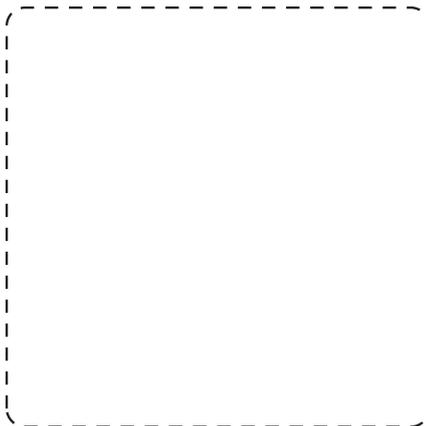- Refer to page 3 for sample output
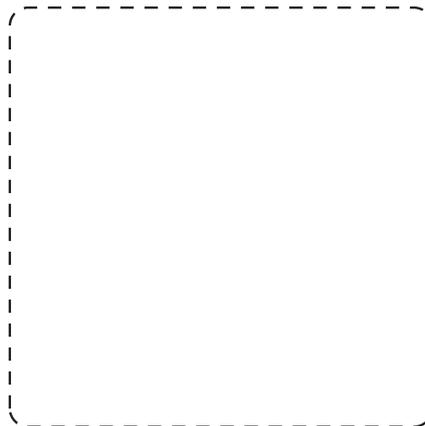
BACK: Black Button

Artwork
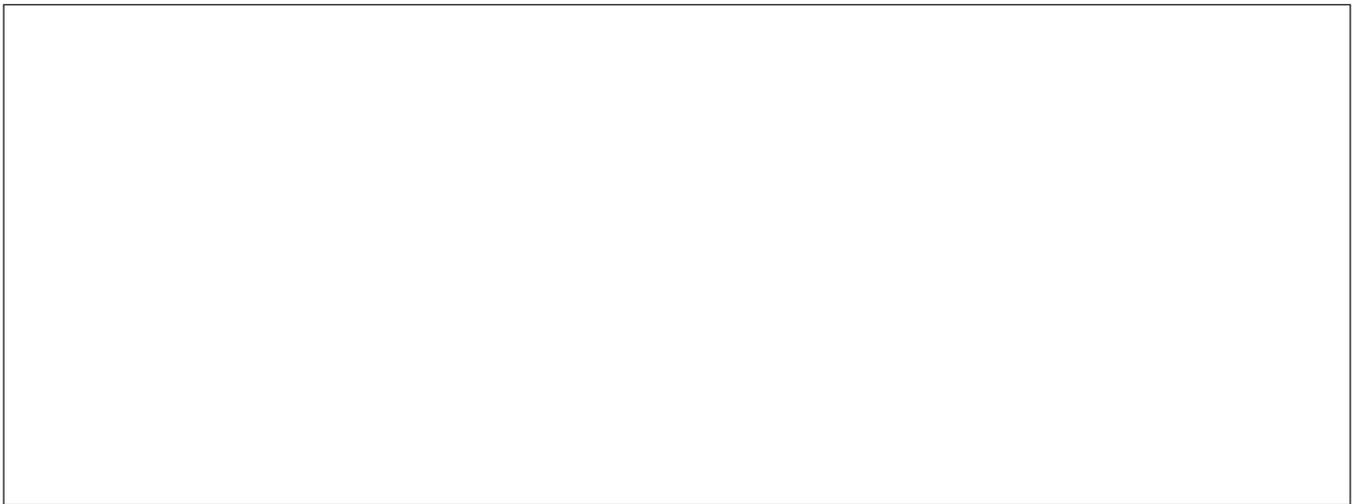
Layer 1
☐ Raised ☐ Recessed
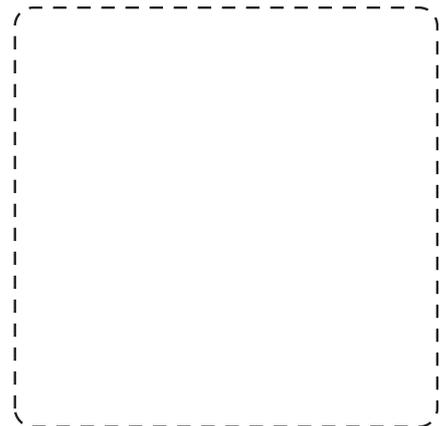☐ CMYK ☐ 2D ☐ 3D

50x50mm

Layer 2
☐ Raised ☐ Recessed
☐ CMYK ☐ 2D ☐ 3D

50x50mm

Layer 3
☐ Raised ☐ Recessed
☐ CMYK ☐ 2D ☐ 3D

50x50mm

refer to page 3 for sample output
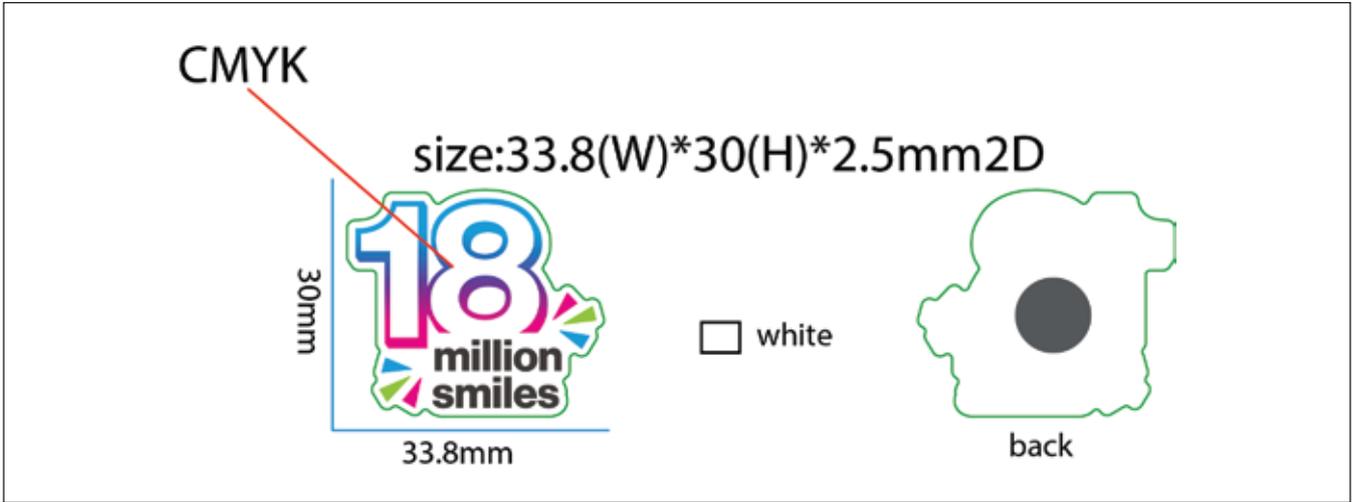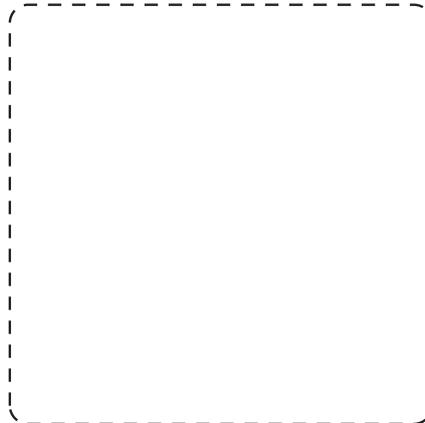
Note:

- Layers are not applicable if the branding process is <u>100%</u> CMYK UV Print as it will be printed flat.
- <u>Raised</u>–a kind of printing process where the elements are slightly lifted from the surface, adding an extra layer of thickness to specific areas of the artwork. *(refer to pg. 3-5)*
- <u>Recessed</u>–a printing process that results in an element that is below the level of the surrounding surface, creating a depth and texture effect. It is used to create a sunken or indented pattern. *(refer to pg. 3-5)*

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SHOE CHARMS - CMYK PRINT SAMPLE OUTPUT

Artwork

CMYK

size:33.8(W)*30(H)*2.5mm2D

30mm

18
million
smiles

33.8mm

☐ white

back

Layer 1

☐ **Raised** ☐ **Recessed**
☑ **CMYK** ☐ **2D** ☐ **3D**

35x35mm

Layer 2

☐ **Raised** ☐ **Recessed**
☐ **CMYK** ☐ **2D** ☐ **3D**

35x35mm

Layer 3

☐ **Raised** ☐ **Recessed**
☐ **CMYK** ☐ **2D** ☐ **3D**

35x35mm

Actual Finish Product

18
million
smiles
invisalign

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SHOE CHARMS - 2D SAMPLE OUTPUT

add pms section in the artwork box

Artwork

485 c
black
2287 c
cut line

35mm
32mm

back

Layer 1

☐ Raised ☑ Recessed
☐ CMYK ☐ 2D ☐ 3D

35x35mm

Layer 2

☑ Raised ☐ Recessed
☐ CMYK ☑ 2D ☐ 3D

35x35mm

Layer 3

☐ Raised ☐ Recessed
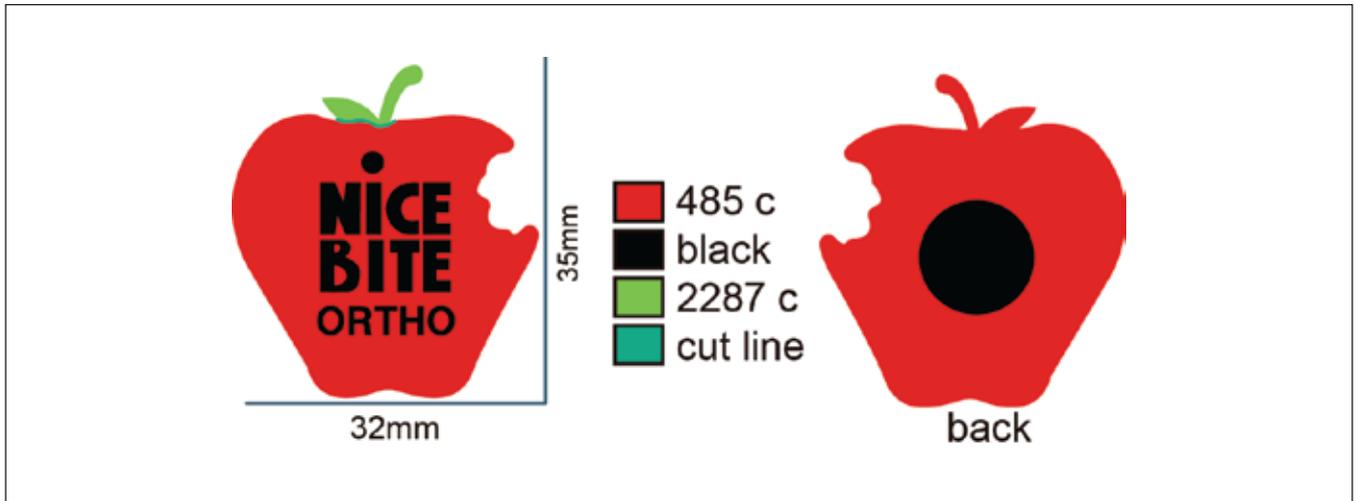☐ CMYK ☐ 2D ☐ 3D

35x35mm

Actual Finish Product

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SHOE CHARMS - 3D SAMPLE OUTPUT

Artwork

☐	white
■	black
■	298 c
■	368 c
■	108 c
■	576 c

back

Layer 1

☐ Raised ☑ Recessed
☐ CMYK ☐ 2D ☐ 3D

35x35mm

Layer 2

☑ Raised ☐ Recessed
☐ CMYK ☐ 2D ☑ 3D
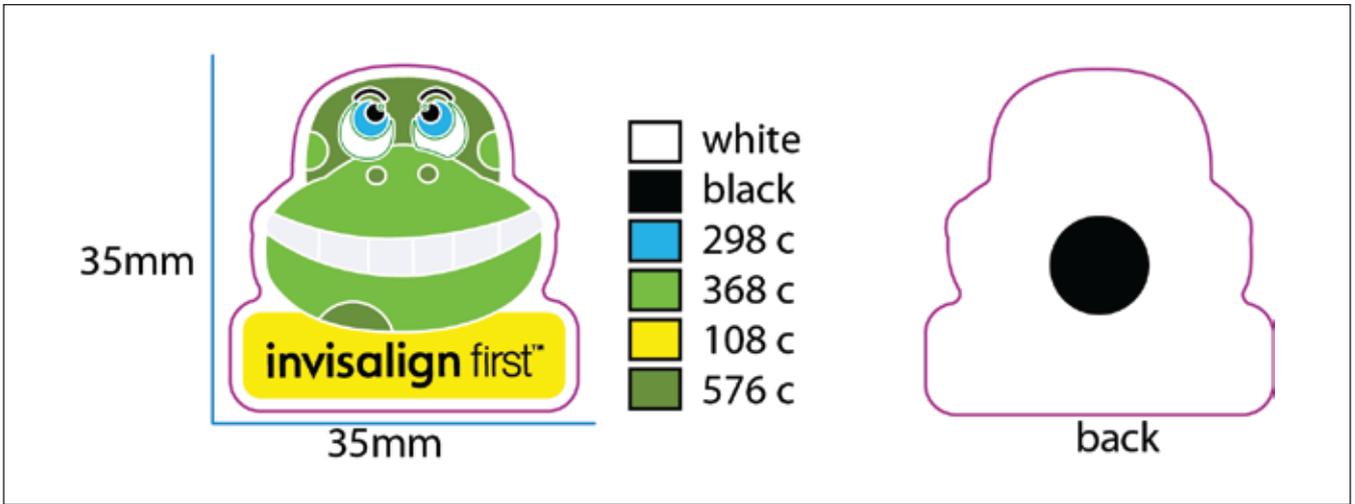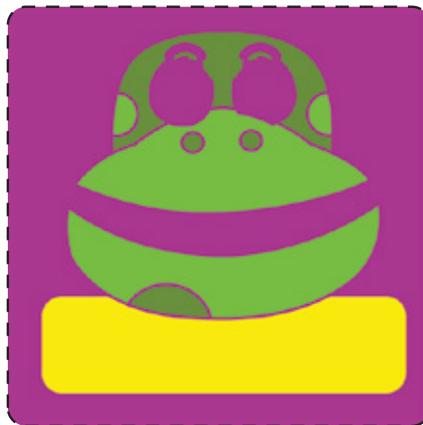

35x35mm

Layer 3

☑ Raised ☐ Recessed
☐ CMYK ☑ 2D ☐ 3D

35x35mm

Actual Finish Product

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