



ARTWORK GUIDE

Printing guidelines and best practices for artworks

PRINT GUIDELINES

When designing your artwork, there are a few important things to keep in mind.

This guide covers the most common questions, feedback, and requirements typically raised by suppliers and printers. By following these guidelines, you'll ensure your design is print-ready and avoid issues that may not be eligible for claims later.

File formats for different purposes

File format for regulatory review

When submitting artwork for regulatory review, always send a high-resolution PDF. All text must remain as live (editable) text and not be converted to outlines, so it can be searched, marked or copied if needed.

DANGER Extremely flammable aerosol. Pressurised container. May burst if heated. Keep away from heat, hot surfaces, sparks, open flames and other ignition sources. No smoking. Do not spray on an open flame or other ignition source. Do not pierce or burn, even after use. Protect from sunlight. Do not expose to temperatures exceeding 50°C/122°F. Avoid contact with eyes. Keep out of reach of children.

File format for printing

When submitting design files to a printing house, always send a high-resolution PDF according to the printer's specifications. All graphics in the design file, including text, must be converted to vector outlines to prevent font issues during printing.



Why pdf?

The PDF format preserves layout, fonts, and graphics accurately, minimizing the risk of incorrect reproduction.

Vector vs. raster - when to use what

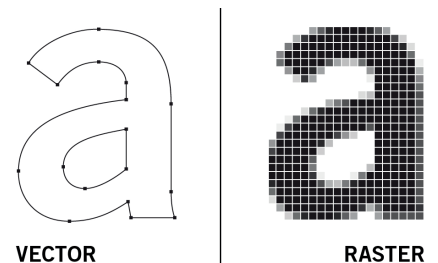
Vector-based graphics (ai, eps, pdf)

Should be used for logos, text, and line art.

This allows the design to scale indefinitely without losing quality.

Raster images (jpg, png, tiff)

Can be used for photographs and effects but must have a minimum resolution of 300 dpi for print.

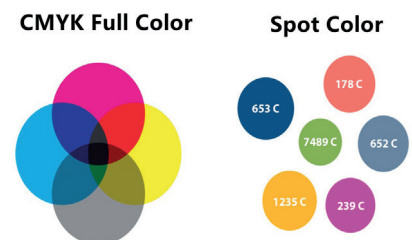


Color systems - CMYK, Pantone, and spot colors

CMYK is used for full-color printing but may result in some color variation. (Labels only)

Pantone (pms) consists of pre-mixed spot colors that ensure precise color reproduction.

Spot colors are used for specific branding colors and should not be mixed with cmyk in the same design. Usually based on Pantone colors.



Avoid preset black

Many print providers only accept pure black (C:0, M:0, Y:0, K:100) instead of default black, which often includes CMY values (e.g., C:75, M:68, Y:67, K:90) and can print as a dark gray. Use pure black for solid, crisp results.



Text sizes & fonts

The minimum recommended text size is 0.2 mm line thickness or 6 points to ensure legibility.

Ensure that critical product text is easy to read against the background—use high contrast colors to meet packaging accessibility and legal requirement.

Symbols, markings & EAN codes

Symbols (e.g., for hazardous chemicals) should be vector graphics and at least 16 mm in size along the red edges. (If small package <125 ml, min. size 10 x 10 mm)

EAN codes must be vector-based and on a white background for scanner readability.

Minimum size to print a standard EAN-13 code: 30 x 20 mm.



Adapting design files to supplier print templates

Aerosol cans have specific print areas to consider. Each supplier may have different guidelines and templates, so your artwork may need adjustments to fit a supplier's print template after approval by our regulatory team.

Avoid placing key information in seams or on curved surfaces.

Ensure the design extends beyond the bleed area to prevent white edges during printing.

Images and logos

Embedded images: all raster images and logos should be embedded to avoid missing file issues.

Knockout effect: used when a color is removed from an area so the background material (such as metallic aluminum) shows through. For example, removing a color layer on a can design to let the silver surface appear as part of the artwork.

Always verify how knockout effects appear in print proofs to avoid color issues.

Follow recommendations

Printers typically do not take responsibility for errors if the design doesn't follow their guidelines.

Always review a proof before mass production.