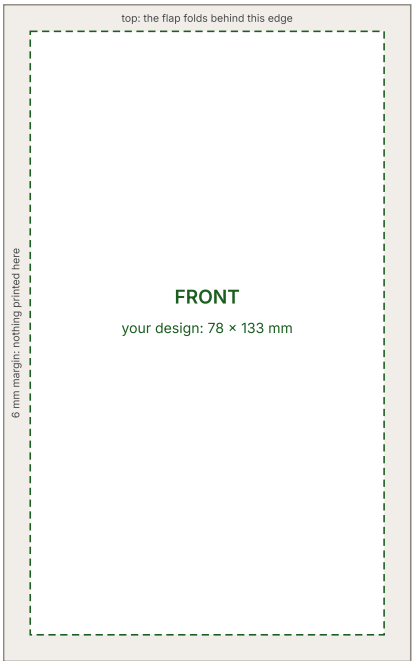
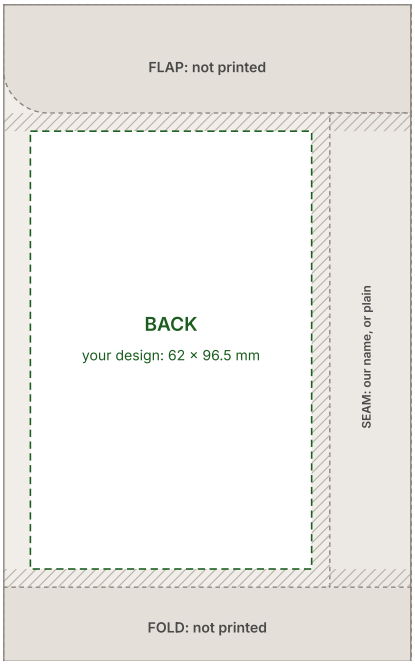
CUSTOM PRINTED SEED PACKETS

Artwork guide for your seed packet

A white 90 x 145 mm envelope that opens at the top, printed on the front and the back. These are the sizes to design to and the few things our printer cannot do.



Front, as you read it.
Drawn at 60 percent of real size.



Back, turned over like a page: the flap at the top.

Envelope	90 mm wide, 145 mm tall. White uncoated paper. It opens at the top: the flap folds over the top of the back and is 24 mm deep.
Front	Design area 78 × 133 mm, 6 mm in from every edge.
Back	Design area 62 × 96.5 mm, between the flap and the bottom fold and left of the side seam. The hatched strips around it stay clear.
Flap and folds	Not printed. The 18 mm seam strip on the right of the back carries our name (Packed by Happy Valley Seeds, happyvalleyseeds.com.au) if you choose it in the designer; otherwise it stays plain.

What our printer cannot do

- **Print to the edge.** No bleed and no background colour running off the envelope. Nothing goes inside the 6 mm margin.
- **Print white.** There is no white toner: anything white in your design is the paper showing through.
- **Large solid areas.** Big areas of dark colour print unevenly on this paper.
- **Very fine detail.** Text at least 7 point, lines at least 0.4 point (0.15 mm) thick, and no tints lighter than 25 percent: finer than that breaks up.
- **Exact colour matching.** We print in four-colour toner, so Pantone, metallic and fluorescent colours come out as the nearest mix, and printed colour differs a little from your screen.
- **Print on the flap or across a fold.** The flap is loose while we print and the folds are a step in the paper, so they stay plain.

Colour or black

Colour: your artwork in four-colour toner. Line art, type and logos print best; photographs print but come out softer on uncoated paper.
Black only: every colour prints as black or a grey, at a lower price.

Files to send

- **A logo only:** SVG or PDF is best. PNG or JPG works at 300 dpi at the size it prints, which in practice means at least 1,000 pixels wide.
- **Finished artwork:** a PDF at exactly 90 × 145 mm, two pages (front, then back), fonts embedded or outlined, no crop marks and no bleed. Use the template file that comes with this guide; delete its guide lines before you send it.
- **Just words:** send the text and your logo and we set them on one of our designs.

Before we print

We send you a proof of the front and back at full size. Nothing is printed until you approve it, so check names, dates and spelling carefully: what you approve is what we print. The minimum order is 20 packets of a design.

Questions

support@happyvalleyseeds.com.au, 9 am to 5 pm AEST, Monday to Friday.