

SKU: 100111

SHOE CHARMS - 35MM

CUSTOMER ARTWORK

Order No.: --

Date: --

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

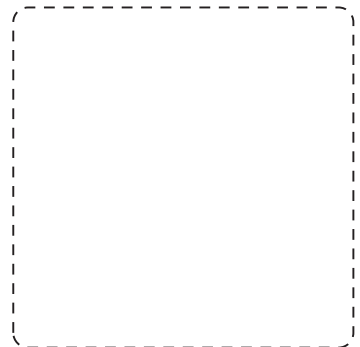
- ☐ Raised ☐ Recessed
☐ CMYK ☐ 2D ☐ 3D



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 100% CMYK UV Print as it will be printed flat.
- Raised—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)
- Recessed—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

Order No.: --

Date: --

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****

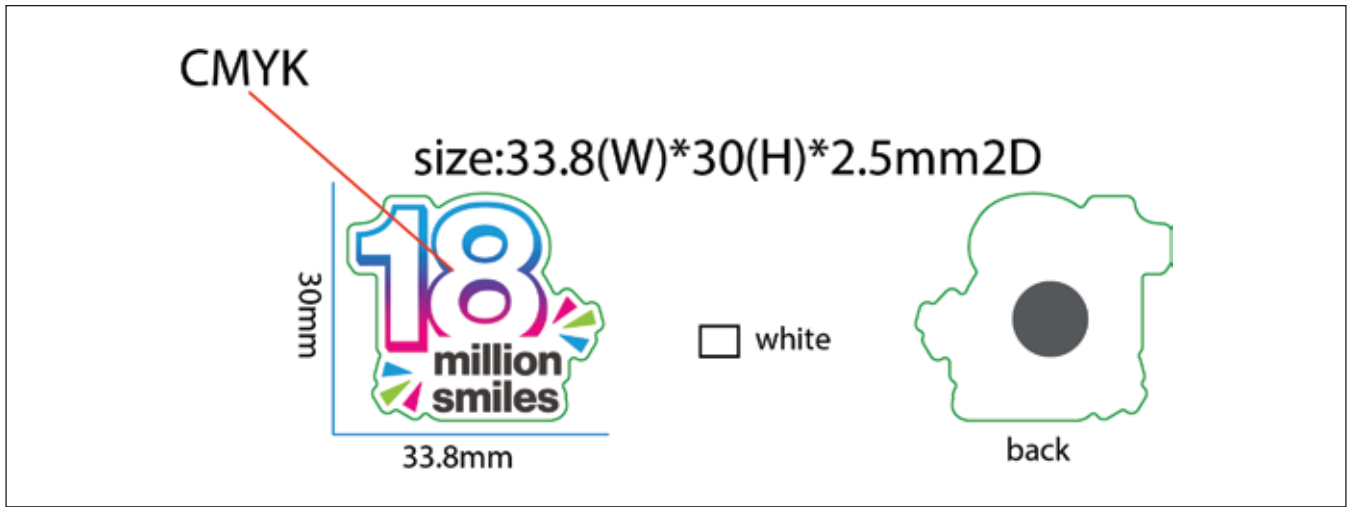
Note:

- Layers are not applicable if the branding process is 100% CMYK UV Print as it will be printed flat.
- **Raised**—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)
- **Recessed**—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



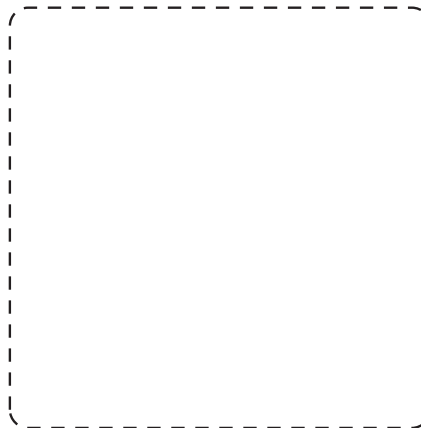
Layer 1

- ☐ Raised ☐ Recessed
☒ CMYK ☐ 2D ☐ 3D



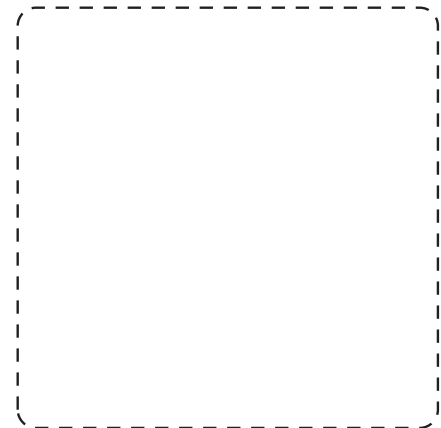
Layer 2

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



Layer 3

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



Actual Finish Product

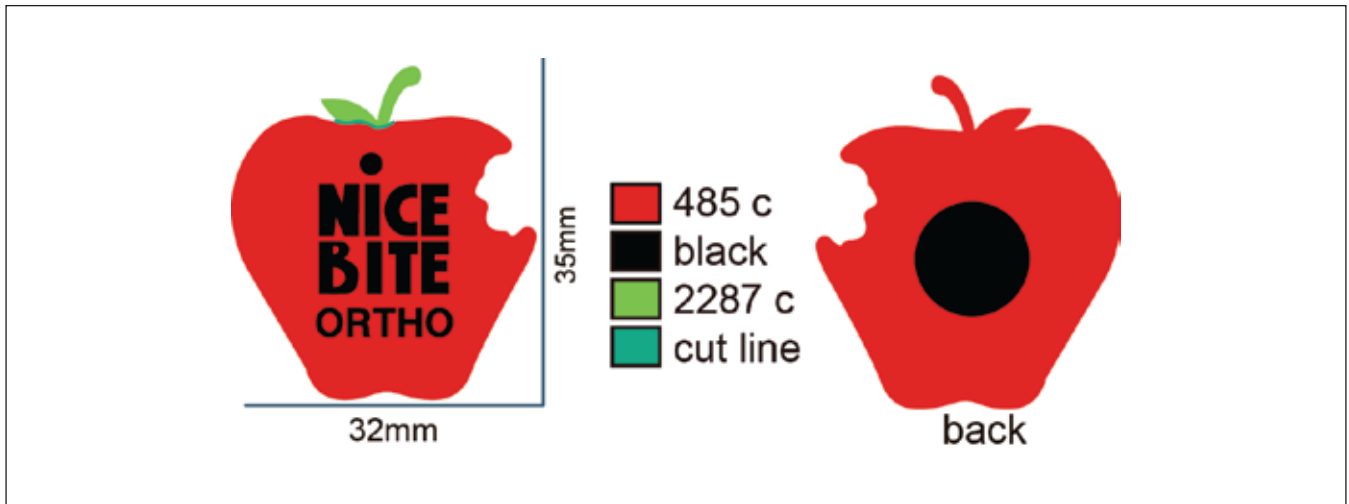


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SHOE CHARMS - 2D SAMPLE OUTPUT

add pms section in
the artwork box

Artwork



Layer 1

- ☐ Raised ☒ Recessed
☐ CMYK ☐ 2D ☐ 3D



35x35mm

Layer 2

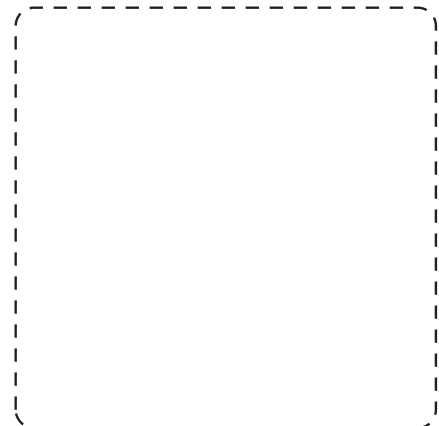
- ☒ Raised ☐ Recessed
☐ CMYK ☒ 2D ☐ 3D



35x35mm

Layer 3

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



35x35mm

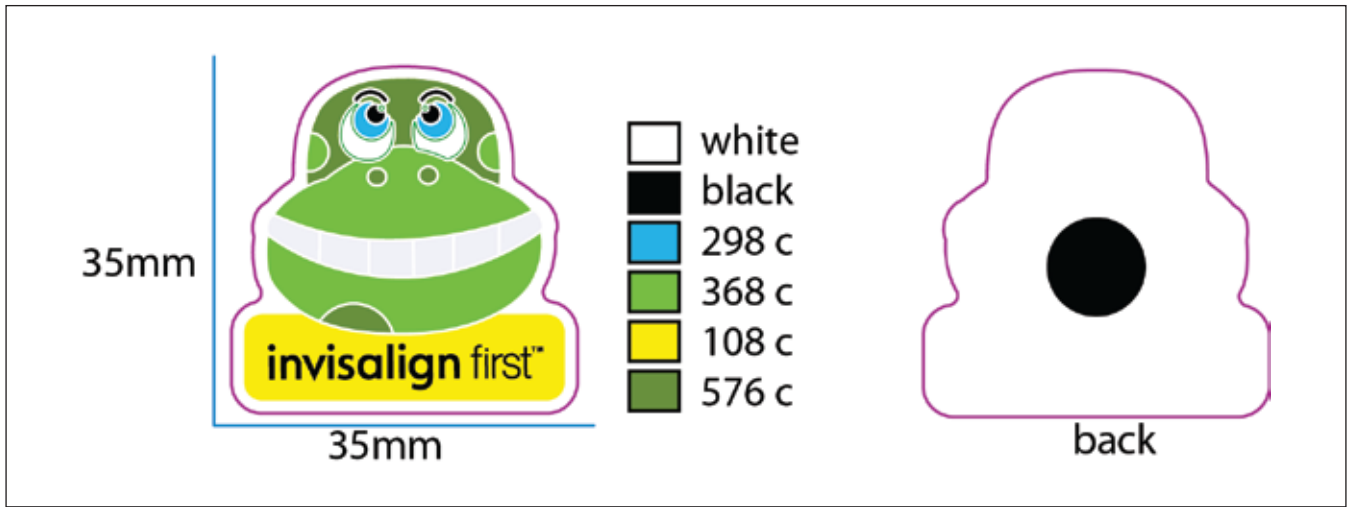
Actual Finish Product



SKU: 100111

SHOE CHARMS - 3D SAMPLE OUTPUT

Artwork



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

