logoloop®

Design guidelines

Introduction

In the following instructions we show you with a color coding how the logoloop® looks when folded (left image), and how to place the design elements on the panels 1 to 4 in the artwork (right image).

These instructions are demonstrated with the model 156 x 156 mm, but apply for all logoloop® standard shapes.

Standard shape examples:
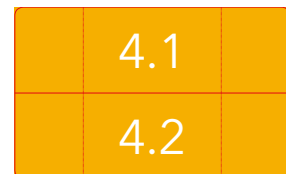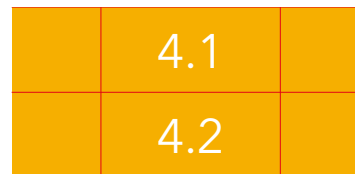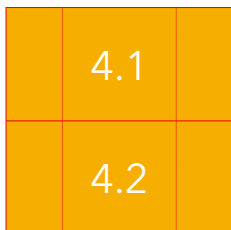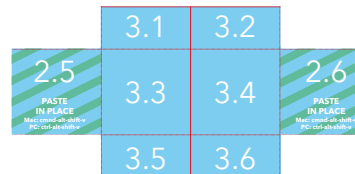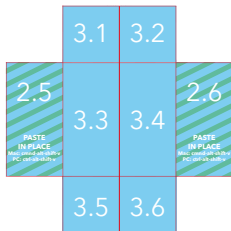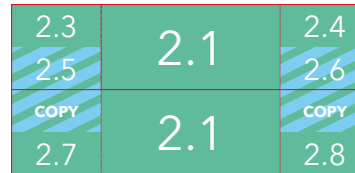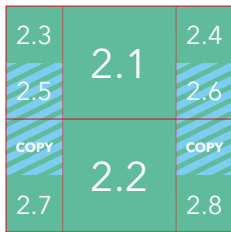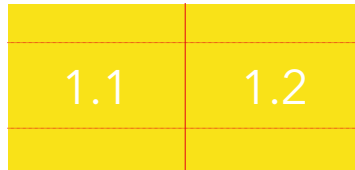
Panel 1
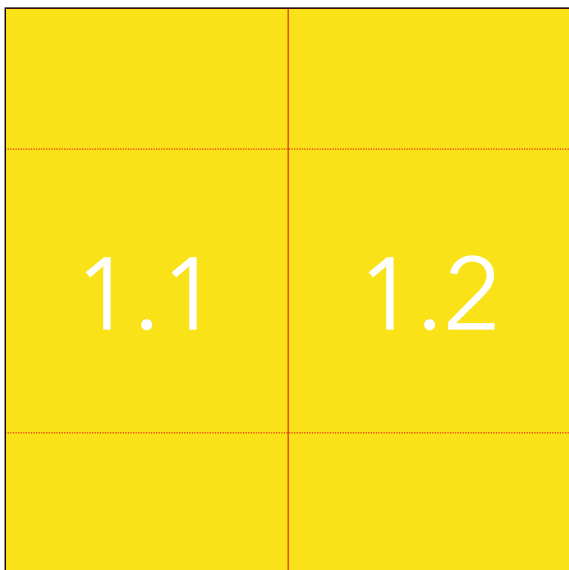
logoloop®

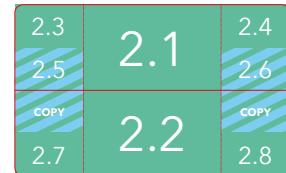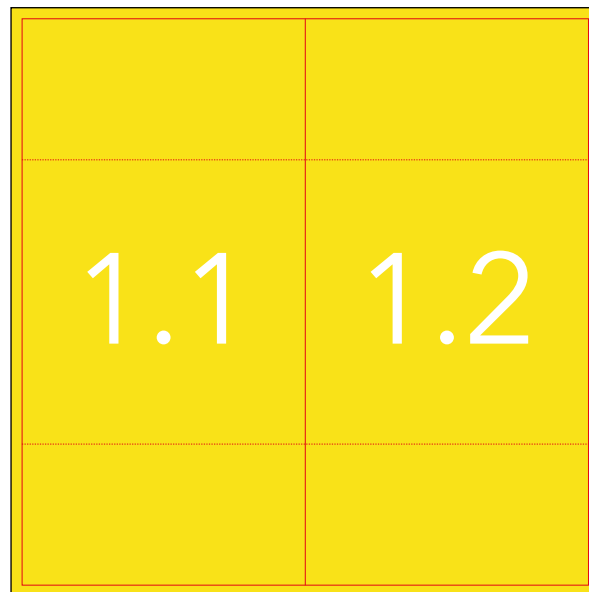Artwork

Description

The panel 1 is constructed of two equal halves and opens vertically in the middle.

Technical tips

- Please make sure your design has 3 mm overfill.
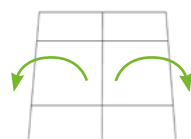
Panel 2
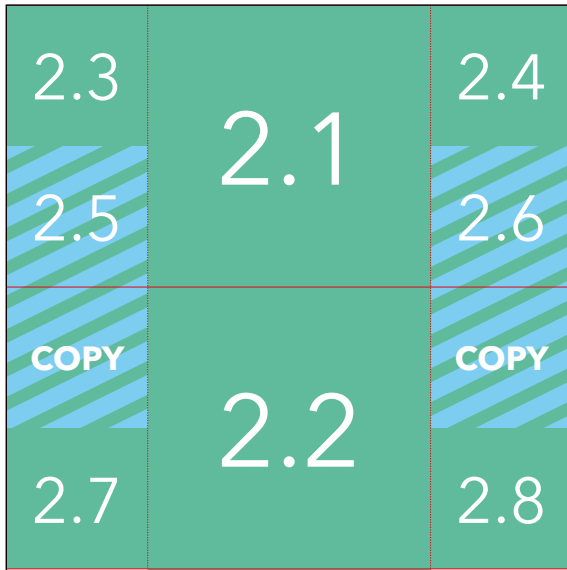
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Artwork

Description

The panel 2 is constructed of 8 areas.

Technical tips

- Important! The areas 2.5 and 2.6 will remain visible at the next step on panel 3.

Please copy 2.5 and 2.6 and paste these in the template of panel 3. Make sure you use the precise coordinates by using the "Paste in Place" command from the Edit menu. Then add 3 mm bleed on top as well as on the bottom and extend the object frame by 0,5 mm on the left side (panel 2 is 0,5 mm wider than panel 3).
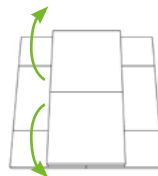
Panel 3
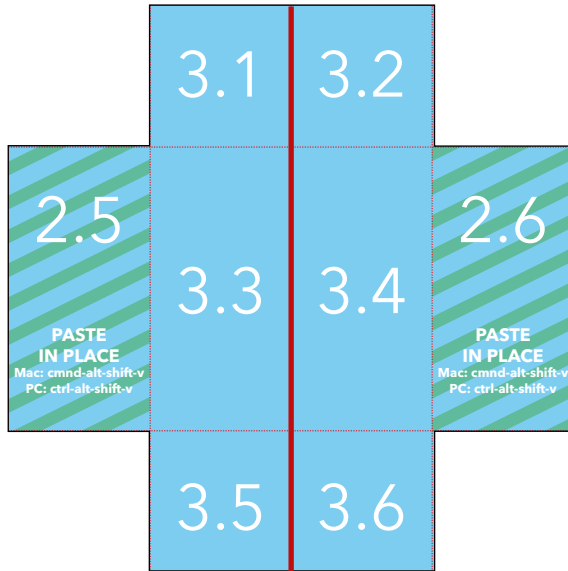
logoloop®
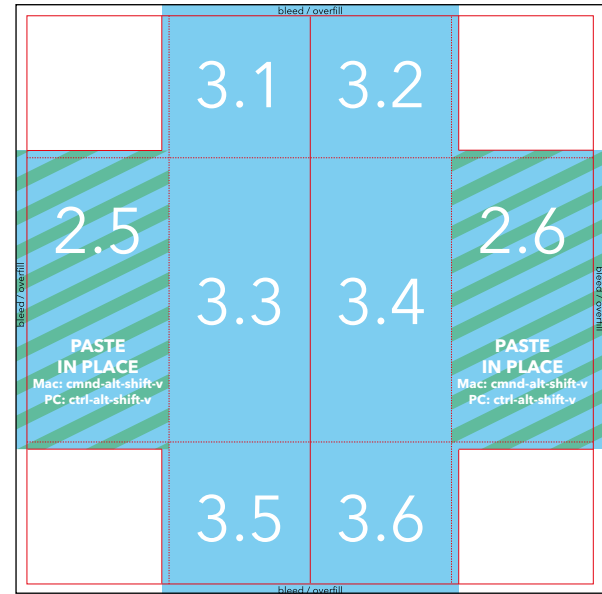
Artwork

Description

The panel 3 is a combination of two panels, as the areas 2.5 and 2.6 of panel 2 remain visible.

Technical tips

- Important! The printed logoloop® on this panel has a gap along the vertical cutting line (marked in red). This gap is approx. 0,6 mm. Try to avoid single words or fine details of your design running across the vertical cutting line. If unavoidable with a word stay with the letters at least 1 mm clear of the cutting line to both sides.

- Please make sure your design has 3 mm overfill.
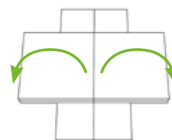
Panel 4

logoloop®
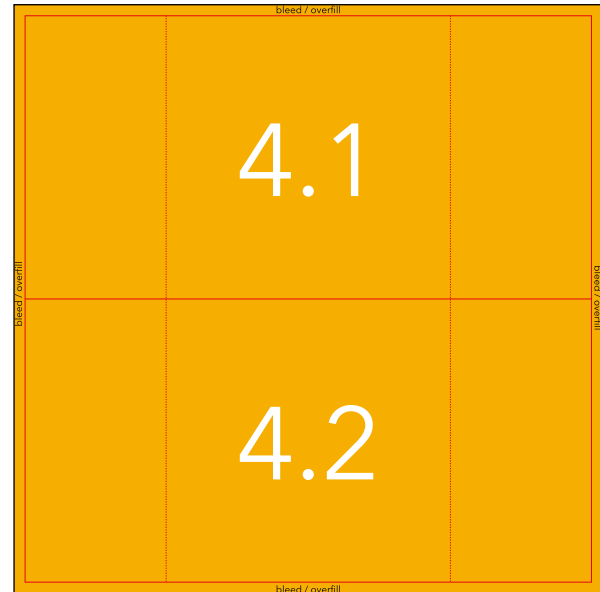
Artwork

Description

The panel 4 is the last panel of logoloop®, constructed of two equal parts divided by a horizontal line.

Technical tips

- Important! The printed logoloop® has a gap on this panel along the horizontal cutting line (marked in red).

- This panel is also the backside of the logoloop® in its original folding position. If the backside of your logoloop® should also look complete, design the halves independent from each other, so they can switch places.* But some designs are very powerful by using the last panel as a complete picture. In this case the picture will not look complete when turning the logoloop® on its back before folding.**

- Please make sure your design has 3 mm overfill.

* panel 4 | backside view

Example video

** panel 4 | backside view
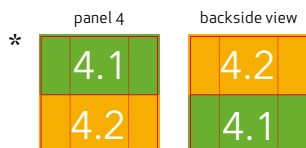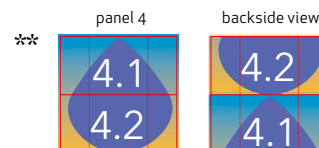
Example video

Technical specifications

Design your logoloop® only in the original InDesign templates.

Important! The templates should not be modified in any way. This concerns especially the diecut and folding lines. Some measurements are defined with several decimal places due to the calculated paper compression during folding. Texts and images have to be placed at the same level of accuracy to allow a perfect print result.

Fonts and Lines

- The font size should not be lower than 6 pt.

- Lines should have a minimum strength of 0,25 mm (no hairlines!).

Colors

- Create graphics in greyscale, CMYK or spot colors.
  Please contact us when your design contains spot colors or UV varnish.

- Please do not design in RGB colors and embed no color profiles.

Resolution

- Images need a minimum resolution of 300 dpi in 1:1 scale. The images should have the necessary resolution from the start. Interpolation that raises the resolution artificially does not improve the print result.

Final checklist for your artwork

Before generating your print PDF please make sure that your artwork complies with the following requirements:

Artwork checks

☐ complete artwork converted into CMYK
☐ All elements are placed precisely according to the instructions within the template.
  The minimum zoom level for checking the placement of the elements should be 3.200%!
☐ resolution of all images is minimum 300 effective dpi
☐ your artwork has 3 mm overfill
☐ font size is minimum 6 pt
☐ fonts are converted into paths / outlines
☐ the diecut is in a separate layer
☐ the areas 2.5 and 2.6 on panel 2 and 3 are identical
☐ texts are not placed over cutting or folding lines – if unavoidable with a word stay with the letters at least
  1mm clear of the cutting line to both sides.

Checks for export print PDF

☐ preset format PDF/X-3:2002
☐ diecut layer switched off before exporting
☐ 3 mm overfill included
☐ all printer's marks switched off

Congratulations!
Your logoloop® design is now ready to unfold its magic.

More effect than you expect