



THE

HUNTER PRESS

- LETTERPRESS PRINTING AND DESIGN STUDIO -

DESIGN GUIDELINES



WORKING WITH YOUR OWN DESIGN

LETTERPRESS GUIDELINES

LINE AND FONT

All lines should be .35pt or thicker. Please make sure there are no hairlines. Thin areas prevalent within script and italic typefaces may require an additional 0.1pt outline stroke.

Make sure fonts are no smaller than 7pt. Please outline all your fonts when submitting your file.

DIES AND SCORES

We can also die-cut, perforate and score. Indicate any cut paths with a 1pt Magenta colour. Indicate score paths with a 1pt Cyan colour.

For folded items we would recommend using a lighter stock. Maximum weight 350gsm.

INK COLOUR

In Illustrator or InDesign, use PANTONE+ Solid Uncoated Swatches. All elements must be set as a spot colour from this library. No CMYK or RGB.

Email us the uncoated Pantone references when placing your order.

LIGHT INK ON DARK PAPER

Letterpress lends itself best to dark inks on light paper. Light ink on dark paper is best suited for engraving or foil blocking - see our Hot Foil service below.

PRINTING SOLIDS

Large solids are difficult to control. Our inks are not fully opaque and will allow paper to show through resulting in an uneven, speckled appearance. Large solid areas can cause paper stock to buckle. The larger the print area, the less likely the paper is to lie flat when finished. You may also notice that the depth of impression is less noticeable.



WORKING WITH YOUR OWN DESIGN

HOT FOIL GUIDELINES

LINE AND FONT

All lines should be .45pt or thicker. Please make sure there are no hairlines. Thin areas prevalent within script and italic typefaces may require an additional 0.1pt outline stroke.

Make sure fonts are no smaller than 8pt. Please outline all your fonts when submitting your file.

FOIL COLOUR

We have a small range of foils in stock including Gold, Silver, Copper, White, Black, Pearl, Holographic and Clear.

If you have a particular colour in mind, please drop us an email and we will let you know if it is possible.

FILE SETUP

IMAGE AND FILE PREP

Try to use vector images where possible. Images should include a 3mm bleed past the trim area and crop marks. When supplying artwork, please outline all fonts and send the file as a hi-res **PDF** (Pres Quality), **.eps**, or **.ai Illustrator** file.

We can accept other formats but please contact us first to check.

PLACING YOUR ORDER

When you are ready to place your order, please send over details of your final quantities, colour specification, paper choice and any finishing touches required.

We will then put together a quotation for you.