

Dear customer,

In order to facilitate the elaboration of the engraving stamps before the final production, we have prepared this document as a work guide to help you understand the requirements and needs to achieve a maximum quality result and with it the satisfaction of the client. Thank you for following these guidelines and we remain at your disposal in case of any doubt or query.

## SIMPLE DESIGNS, BETTER

Fire & Ice branding irons have to be **images that are not very complex, with sharp lines and no shading or gradients.** Otherwise, when engraving on ice or fire the design will not be well defined.

- Typography: It cannot be very small, very thin or with very close lines.
- All the designs have to be simple, without gradients or shading. They also have to be monochromatic.

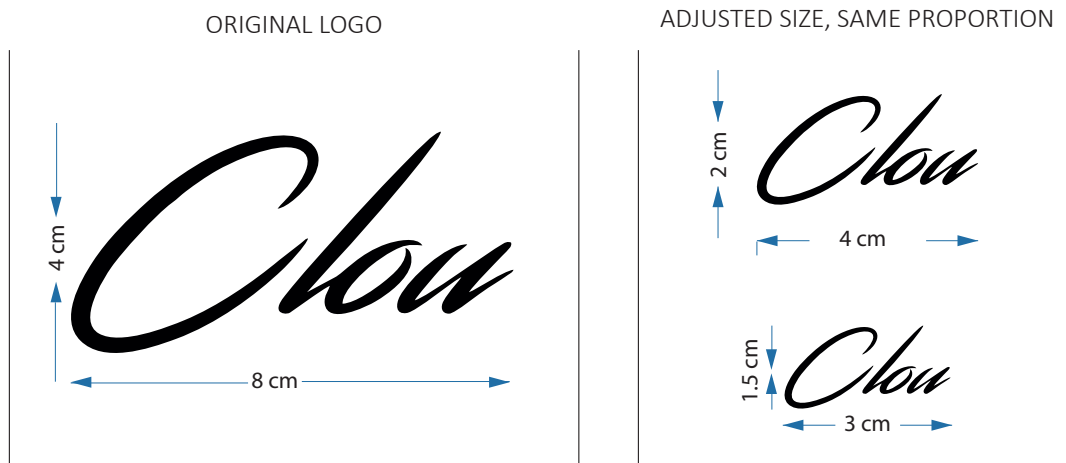
Below, you can see an example:



## PROPORTIONS AND SIZES

- You must specify the maximum size of height or width of the logo you need.
- In order to maintain proportionality, we will take the largest size as a reference when preparing the marker.

Example: If the proposed design is 8 cm. long x 4 cm. high and you need a maximum of a 4 cm. stamp, we will take the 8 cm. long as a reference and adjust it maintaining the proportionality and obtaining a 4 x 2 cm. stamp. Below you can see an example:



## AMOUNT OF INFORMATION PER CM<sup>2</sup>

Technically the engravings can be made very small, but the information transmitted to the ice or food will be much less defined. Very small lines with little separation between them will not be visible when transferring the design to the food, damaging the final result.

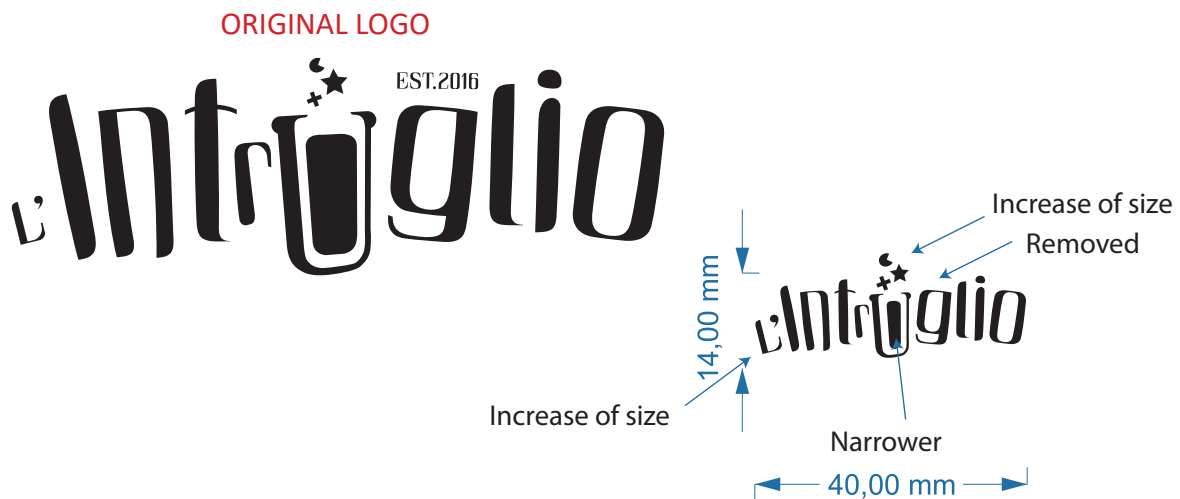
Therefore, it is essential that the size of the engraver and the design of the elements are proportionate, and that the design is limited to a typography or drawings that can be clearly transmitted to the product (without many details). In this case, less is more!

If your proposal for a seal does not meet a standard, unfortunately we can not assume this order but we will advise you to make your design viable. Remember, the ice is transparent and only silhouettes of a minimum size are visible.

## MODIFICATIONS

As we commented, we can advise you some variation, we can assume small changes without cost, but if we have to modify notoriously the design and make different studies or proposals, or if the formats must be transformed (if it is required by the design...), they will entail an additional cost of 30 €.

An example is shown below:



## FILES

Files, if possible, should be Vectorial (Illustrator, ID, PDF vector file or other design files). Image PDFs should be in BLACK AND WHITE, without contrast or gradients.

Other formats, such as Bitmaps, should have a minimum resolution of 300dpi.



## PROJECT ACCEPTANCE

In case any modification to the design have been made, and to avoid any error or confusion, you must send us an email with the order confirmation, the final design file attached and the description of the chosen size. We will then start the production process.

## PRODUCTION TIME

The deadlines, once the design is approved, are 5 working days of production.

Thank you for your collaboration to continue improving.