

# COOPER CAPPIE DESIGN INSTRUCTIONS

## Getting started

Your company has requested a personalized Cooper Cappie? That's awesome! Please follow these instructions carefully to ensure the desired end result. Since the Cappies have a conical shape, designing the artwork might require some rotating and/or warping, depending on your design. In this short instruction, we'll guide you through to the 3 options we have to offer:

1. Cappies with your logo: Ai/ PDF Vector – High res 300 dpi
2. Cappies with a pattern: Ai/PDF
3. Cappies with photographic imagery: PDF Vector – High res 300 dpi

Please note that all designs should be set up in CMYK color mode. In case you want to use specific PANTONE colors and/or foils, please contact Fatboy via [info@fatboy.com](mailto:info@fatboy.com) or +31(0)73 615 4200. Please use the Cappie templates (Indesign) which you can download from our Business Platform: [business.fatboy.com](https://business.fatboy.com) > Product information > Cooper Cappie > Manuals. Some example artworks are included.

## Logo Cappie

Make sure your logo is in vector format for the sharpest print quality. The number of logos on your Cappie is entirely up to you, although we recommend a maximum of three. As you can see in the template files, there is a separate layer called 'grid'. Use these grid lines to position and rotate your logo accordingly. Also make sure that the distance between each logo is the same (unless you want an intentionally disproportionate layout). Try to avoid placing any elements on the side edges of the Cappie, because the little hooks will overlap which will make areas with ink appear darker.

## Pattern Cappie

If you want to have a Cappie with a certain pattern all around, simply position the pattern along the grid lines or use the lines as reference points for diagonal designs. Please note that the bottom of the Cappie is wider than the top. Therefore, a slight distortion will occur. Check out the examples for ways in which you can modify your pattern according to the conical shape. Also, please make sure that you apply at least 3 mm bleed to your artwork in case it extends past the dieline.

## Photographic Cappie

Creating a Cappie with photographic imagery requires a bit of warping of your artwork. Unfortunately, there is no ready-made template for this type of Cappie, because warp results vary depending on the size/width of your artwork. There are some practical tips though. Make sure your original artwork stays intact by keeping it safe on a separate layer/file or by converting it to a 'smart object'. It's recommended (though not obligatory) to create a seamless design so that you'll have a neat continuous design. Using the Arc preset in the Photoshop Warp tool goes a long way. Also, please make sure that you apply at least 3 mm bleed to your artwork in case it extends past the dieline. Please contact Fatboy via [info@fatboy.com](mailto:info@fatboy.com) or +31(0)73 615 4200 in case you need some assistance.

## Exporting your artwork

When your design is finished, simply hide the 'grid' layer and export the file to a Highres PDF. You can convert your text to outlines beforehand to be safe, but it's not required per se as long as your fonts are embedded in the PDF.

## Production

In general the lead time is approximately 2 weeks, starting when the final artwork is sent to our supplier. You will personally receive a confirmation when this has been arranged and approved. When the order is finished, within approximately 2 weeks after receiving the final artwork, the customized Cappies will be sent to your client by post using the following delivery dates:

- NL +1-2 working days
- BE +1-2 working days
- DE +2-4 working days
- FR +5-6 working days
- UK +6-7 working days
- ES +5-6 working days
- IT +5-6 working days

## Costs

The order needs to be paid in advance, unless an official approval on exception has been given. The minimum order amount is 16 Cooper Cappies.

QUANTITY	COST PER PIECE	TOTAL COST
16	€ 25,00	€ 400,00
24	€ 18,00	€ 432,00
32	€ 14,00	€ 448,00
48	€ 10,00	€ 480,00
64	€ 8,00	€ 512,00
80	€ 7,50	€ 600,00
128	€ 7,00	€ 896,00
256	€ 6,50	€ 1.664,00
512	€ 6,00	€ 3.072,00
1024	€ 5,50	€ 5.632,00

Digital printing 4 colors (CYMK) - without opaque white -Always per 8 cappies on 1 sheet the same layout. If more than 1 variant on a printed sheet, an extra € 6.00 is charged per layout.

When the design/artwork needs to be prepared by Fatboy and the number of pieces ordered is below 100 pcs, we unfortunately have to charge an extra one-time additional net. Cost: €100,- Prepared for pre-press = a check of the document before it goes to the printer

## HAVE FUN!

