Art and Design Requirements

Congratulations on choosing to design some custom printed tape! Custom Printed Tape is a great way to take an essential bland shipping necessity and add your own personal design or message.

Whether you are designing the tape for the first time or just need a refresher, here you will find all the requirements and design nuances to help you achieve the desired product outcome.

Art Files

For art files, the best for quality purposes are Vector Files. Vector files use math instead of pixels and therefore gives you the highest quality print since when zoomed in a vector curve will look smooth as opposed to a pixel curve which will look like a staircase. Vector files can be in the form of PDF, SVG, EPS and/or AI.

Our art team is very experienced and are able to work with flattened pixel based files, but additional time may be required to get print ready.

Design

For a simple repeating logo or text setup our design team is here to help you out. Simply email us you logo or the text you would like to have printed and we can work up some digital proofs for you to check out.

Looking to design something more involved? The following info will get you there!

When trying to decide on how to design, it is best first to understand the width of the tape you are wanting and the type of print methods that are at your disposal and how printing plates and repeats work.

Tape Widths

Polypropylene Tape		Water-Activated Paper Tape		Masking Tape	
1"	True Dimensions (0.945" / 24mm)	3"	True Dimensions (2.83" / 72mm)	1"	True Dimensions (1" / 25.4mm)
1.5"	True Dimensions (1.42" / 36mm)			1.5"	True Dimensions (1.5" / 38.1mm)
2"	True Dimensions (1.89" / 48mm)			2"	True Dimensions (2" / 50.8mm)
3"	True Dimensions (2.83" / 72mm)			3"	True Dimensions (3" / 76.2mm)

When designing a non full bleed, it is recommended to leave a .125" buffer from the edges of the tape to prevent any cut off.

Here at Splash Tapes we are fairly flexible when it comes to accommodating many different design lengths and spacing. However the longest continuous print we are capable of is *14.8"* in length.
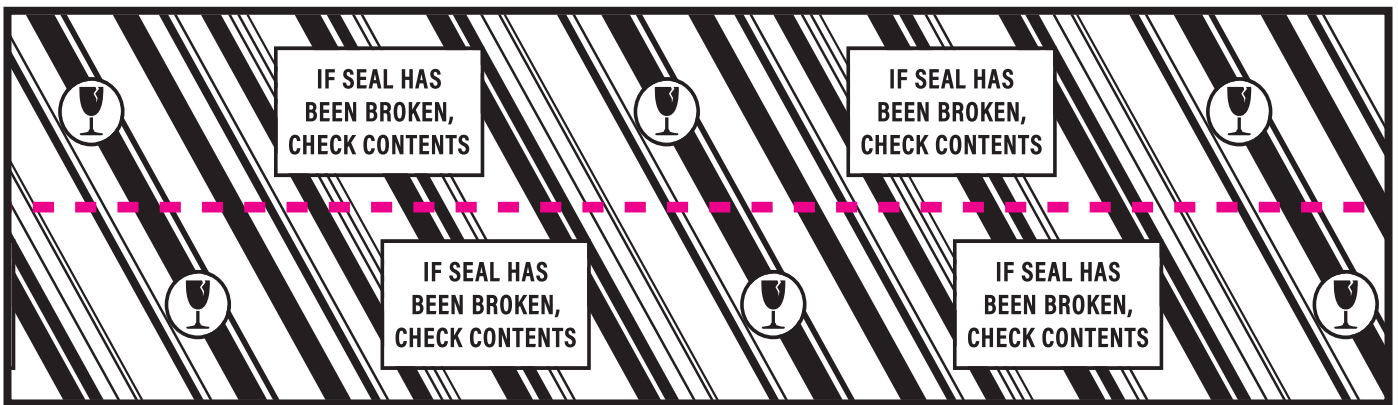
Print Types:

Positive Print

A *Positive Print* is the most straight forward type of repeating print.

Positive Bleed Print

Blade Cut Line ▪ ▬ ▬ ▬ ▬ ▪

IF SEAL HAS BEEN BROKEN, CHECK CONTENTS

A *Positive Bleed Print* is a bit more invoked. Illustrated above is how a *3" Bleed Print* would be set up to insure that both rolls coming off of the press are the same. When designing You must keep in mind that we cut down master logs to desired width.
5.67" (144 mm) for Poly   /   6" (152.4 mm) for Masking.
This design setup does not apply to Paper Tape as Paper Tape is Printed on already to size 3" width rolls.

Full-Bleed Reverse Print - *adds 50% to the per roll cost.*

A *Full-Bleed Reverse Print* is for when you would like to have a tape color other than White or Clear. This process will leave a small *1/20 of an inch unprinted line* at the repeat where the printing plate ends meet up - *as illustrated by the full width white lines above. It is possible to work the repeat line into the overall design aesthetic -see below.*

Print Types *Continued*:

2-Color Flood-coat Print - *adds 50% to the per roll cost.*

A flood-coat print means we run the tape through the machine and print the whole tape a chosen color and then re-run the tape through a second time and print the chosen color logo on top. This method works best when printing darker colors over lighter base colors as pictured above.

The lighter the overprint color is, the more the base color will affect that colors overall appearance, as seen below with this white on dark red print. The white ends up turning into a pinkish hue.

Full-Bleed Laser Engraved Cylinder

If you absolutely do not want a break in your design we can have a print cylinder Laser Engraved with your design. This method Amazon® uses for their printed tape. You would have to inquire about this type of print as we would charge Market Rate for the cylinder which can fluctuate between $700 to $800 per cylinder and can add from 1 - 2 months to the overall turnaround time.