

Private Label Guidelines

Branding

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Helping build your brand

Welcome to the Achtton Dispensing Systems Customers branding guidelines.

Your logo or brand reflects your company's distinct character and individuality. It is the personal signature of your company and the more exposure it receives, the more clients you will gain.

We know that you are proud of your corporate identity and by utilising these guidelines, together we can successfully promote your brand to potential customers and remind existing customers how to contact you.

These guidelines are in no way set in stone; however, it is important that you read them in full as they are designed to ensure that your brand is reproduced to the highest quality.

Product branding overview

What can we brand?

We can pad print onto our Confidence, Classic and Compact series dispensers.

Your logo

Size

Your logo will be at its optimum when printed on the flattest part of the dispenser; this is why the sizing is critical. In these guidelines you will find the maximum size logos that we can print on each unit type.

Colour

In order to reproduce your logo and retain your corporate image we will need the **pantone colour (PMS) reference** for your logo. This can usually be obtained from your marketing or design team. It is important that we have these references to ensure that the ink used is mixed correctly for printing on the white background of the dispenser.

Image types

We can only accept logos and images that are of photographic quality and in the right format. If the resolution is too low, the finished printed image will appear grainy with rough edges and colours can bleed. Most images that appear on websites are 72dpi, which whilst they appear clear on your screen, when enlarged and/or printed will be pixelated and definition lost. **The right image file type for logo print is a Vector image - Adobe Illustrator, Corel Draw X7 or vector PDF.**

Text font selection

All text should be set to outlines or curves (a Vector image) to ensure the final image has a smooth appearance. The best fonts to use are common fonts such as Arial or Times Roman. We have a large selection of fonts available, but we suggest that you confirm suitability and availability before commencing any artwork.



Fig. 6 - Font Type as intended / required by the Client.



Fig. 6 - Default Font used by the system to replace unrecognized font when text has not been outlined.

What is a Vector image?

There are two main image types: Raster and Vector. The Raster image (Fig. 5) is made out of tiny dots (pixels) that make up a bigger picture and Vector image (Fig. 4) uses lines and curves to draw the outline of a shape. Vector images give the strong definition needed for pad printing and laser etching.



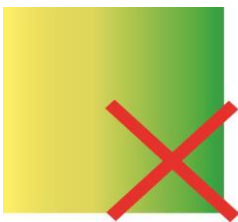
Fig. 4 - vector logo (.EPS or .AI)
crisp clear edges



Fig. 5 - logo saved as an image (.EPS or .AI)
pixelised "choppy" edges

Colours:

We can print up to 2 different colours and in solid blocks of colour only. We cannot print graduated, merging or fading colours.



Classic / Elipse Series:

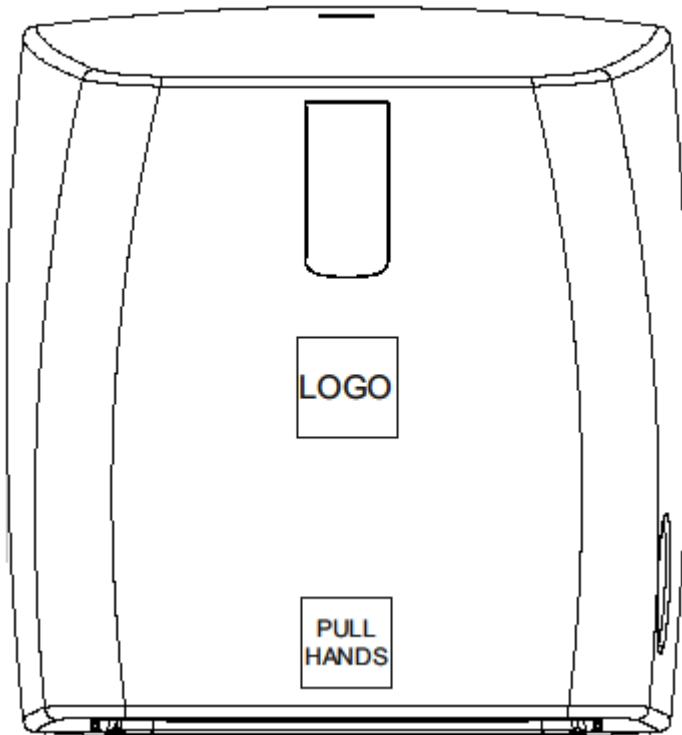
Classic and Elipse dispensers can be pad printed with your company logo, please find below details regarding the set-up and supply.

Product series	Classic / Elipse	Branding type	Pad Printing
Logo Colours	Up to 5 colours, only solid colour logos – no graduated, merging of fading colours		
Logo artwork file type required	Vector art Adobe illustrator CS6 or lower Corel draw X7 or lower Vector PDF 300dpi		
MOQ / Cost			

Branding Dimensions		
Units	Max logo size (mm)	Logo position
Autocut Dispenser	H50 x W50 (Customer logo) H45 x W45 (Hands Pull)	Centred Centred – 10 mm from bottom
Folded towel	H50 x W50 (Customer logo)	Centred – 20mm from window top
Centre pull	H50 x W50 (Customer logo)	Vertical and horizontal centred
Jumbo	H50 x W50 (Customer logo)	Centred Horizontal 20mm from bottom of window
Toilet tissue Twin roll Captive	H50 x W50 (Customer logo)	
1,0L / 0,5L Soap dispenser	H40 x W40 (Customer logo)	Centred – 10mm from window top
Airfreshener	H40 x W40 (Customer logo)	Centred – 10mm from Led
Hygiene Bag holder	H30 x W50 (Customer logo)	Centred - 5mm from bottom
Hygiene Bin	H50 x W50 (Customer Logo)	Vertical and horizontal centred

The process

- 1) Email your Adobe Illustrator or vector pdf logo to **Artwork@achtton-as.com** or post a CD to Artwork, Achtton A/S, Glasvej 2, 4220 Korsør, Denmark.
- 2) Within 48 hours we will confirm the suitability of your logo file, assign a reference number for use on your purchase orders for the requested logo and create an Artwork Approval Form with the logo size and positioning on the requested products for you to sign and return.
- 3) You should expect an extended lead time (additional 5 days) for your first order with a new log



Autocut

Logo size

Max 50x50mm

30mm from bottom of window

PULL/HANDS Logo

Max 45 x45mm

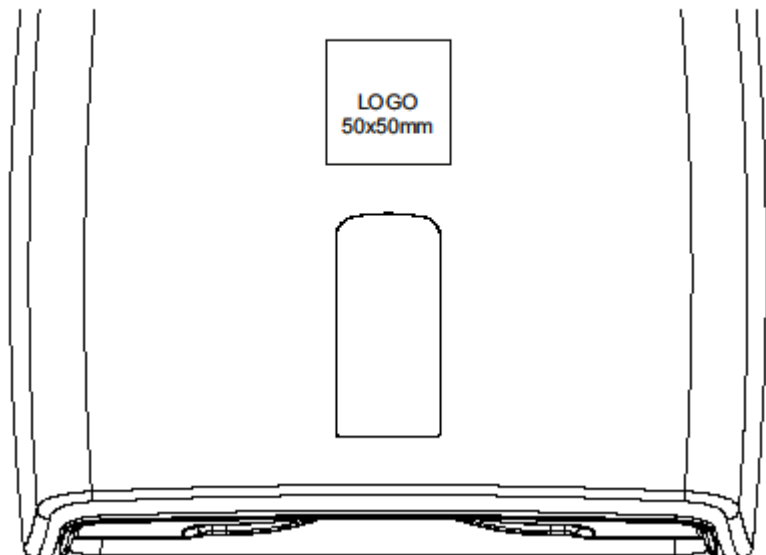
15mm from bottom of
dispenser

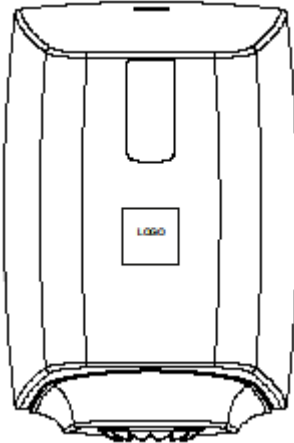
Folded Towel

Logo size

Max 50x50mm

20mm from top of window





Centrepull

Logo size

Max 50x50mm

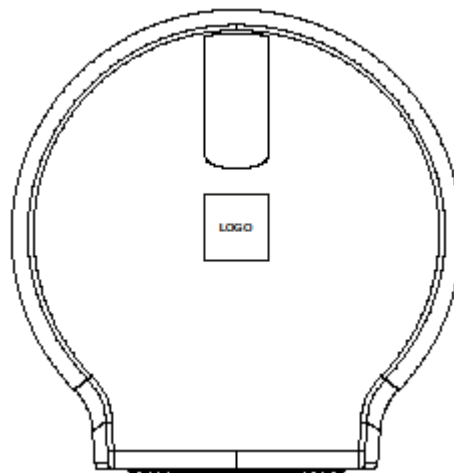
Centred Horizontal and Vertical

Jumbo dispensers

Logo size

Max 50x50mm

20mm from bottom of window

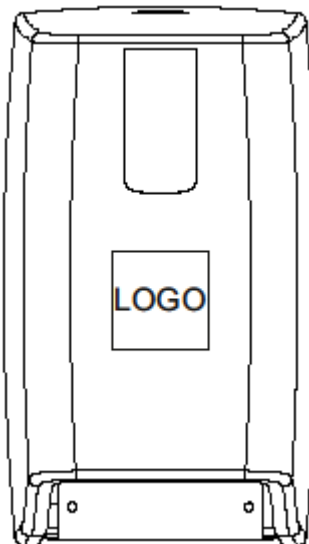


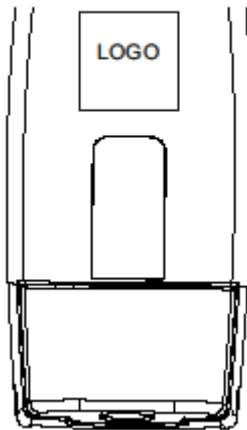
System Toilet (CAPTIVE)

Logo size

Max 50x50mm

30mm from bottom of window





Soap Dispensers

Logo size

Max 40x40mm

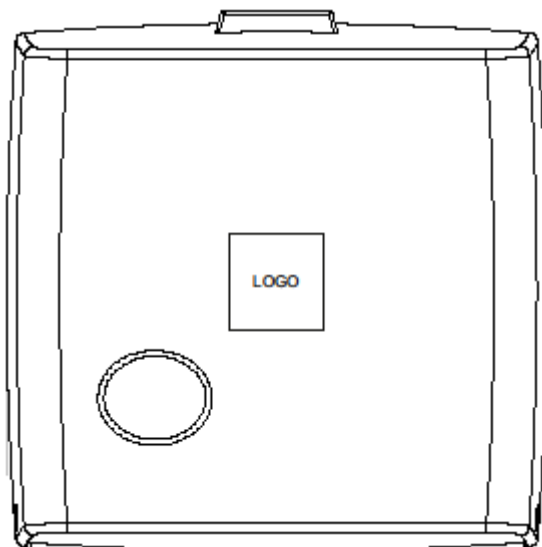
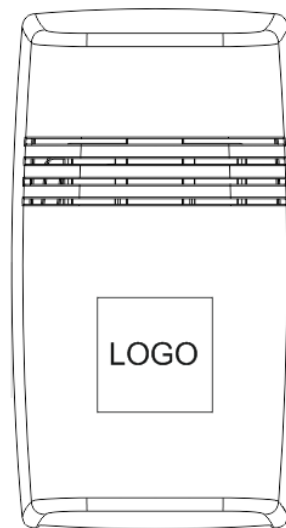
10mm from top of window

Fragrance

Logo size

Max 40x40mm

Centred

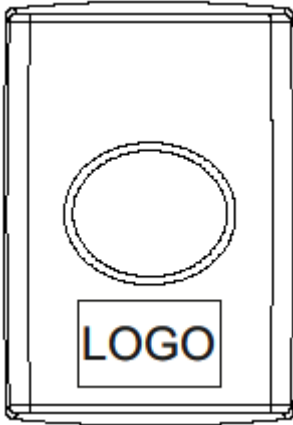


Hygiene Bin

Logo size

Max 50x50mm

Horizontal and Vertically
centred.



Hygiene Bag holder

Logo size

Max 30x50mm

Centred 5mm from bottom

Confidence Series:

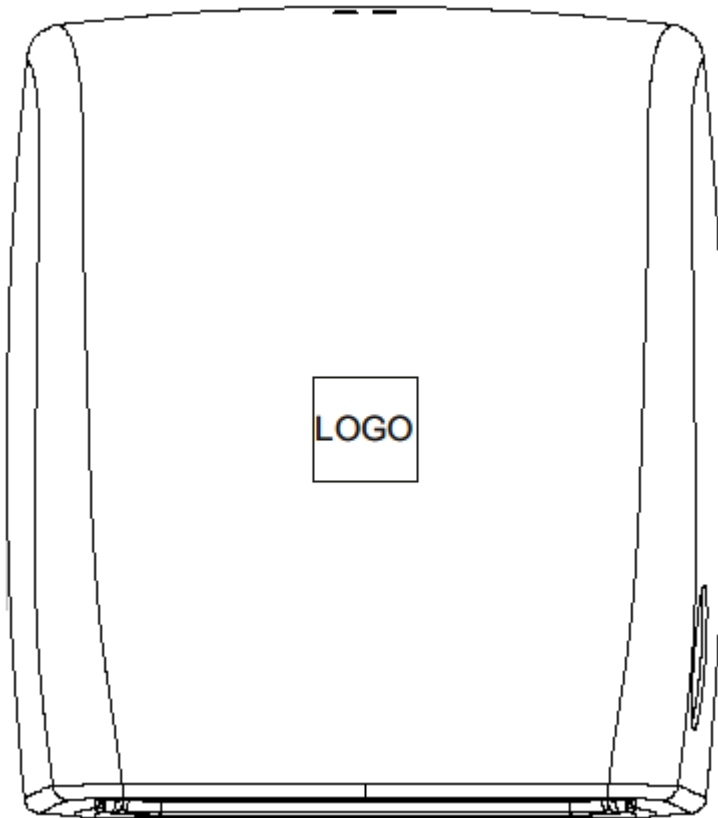
Confidence dispensers can be pad printed with your company logo, please find below details regarding the set-up and supply.

Product series	Confidence	Branding type	Pad Printing
Logo Colours	Up to 5 colours, only solid colour logos – no graduated, merging of fading colours		
Logo artwork file type required	Vector art Adobe illustrator CS6 or lower Corel draw X7 or lower Vector PDF 300dpi		
MOQ / Cost			

Branding Dimensions		
Units	Max logo size (mm)	Logo position
Autocut Dispenser	H50 x W50 (Customer logo)	Centred – 150mm from bottom of dispenser
Toilet tissue Twin roll Captive	H50 x W50 (Customer logo)	Centred –
1,0L Soap dispenser Cartridge Only	H40 x W40 (Customer logo)	Centred 130mm from bottom of dispenser
Hygiene Bag holder		

The process

- 1) Email your Adobe Illustrator or vector pdf logo to **Artwork@achton-as.com** or post a CD to Artwork, Achtton A/S, Glasvej 2, 4220 Korsør, Denmark.
- 2) Within 48 hours we will confirm the suitability of your logo file, assign a reference number for use on your purchase orders for the requested logo and create an Artwork Approval Form with the logo size and positioning on the requested products for you to sign and return.
- 3) You should expect an extended lead time (additional 5 days) for your first order with a new logo.



Autocut

Logo size

Max 50x50mm

Centred

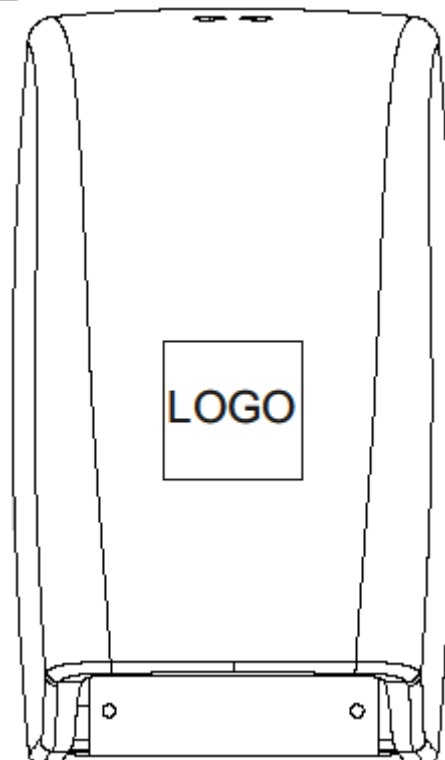
150mm from bottom of
dispenser

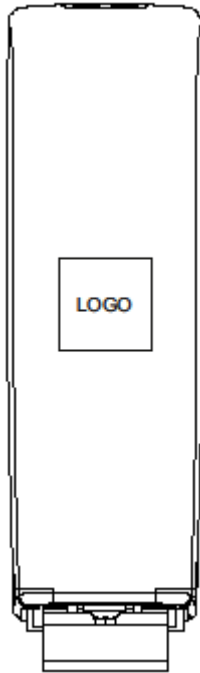
System Toilet (CAPTIVE)

Logo size

Max 50x50mm

Centred





Soap Dispensers

Logo size

Max 40x40mm

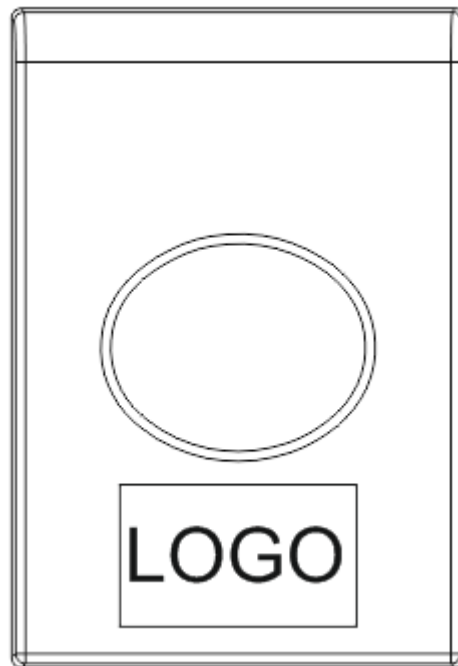
130mm from bottom of
dispenser to center of logo

Hygiene Bag holder

Logo size

Max 30x50mm

Centred



Compact Series:

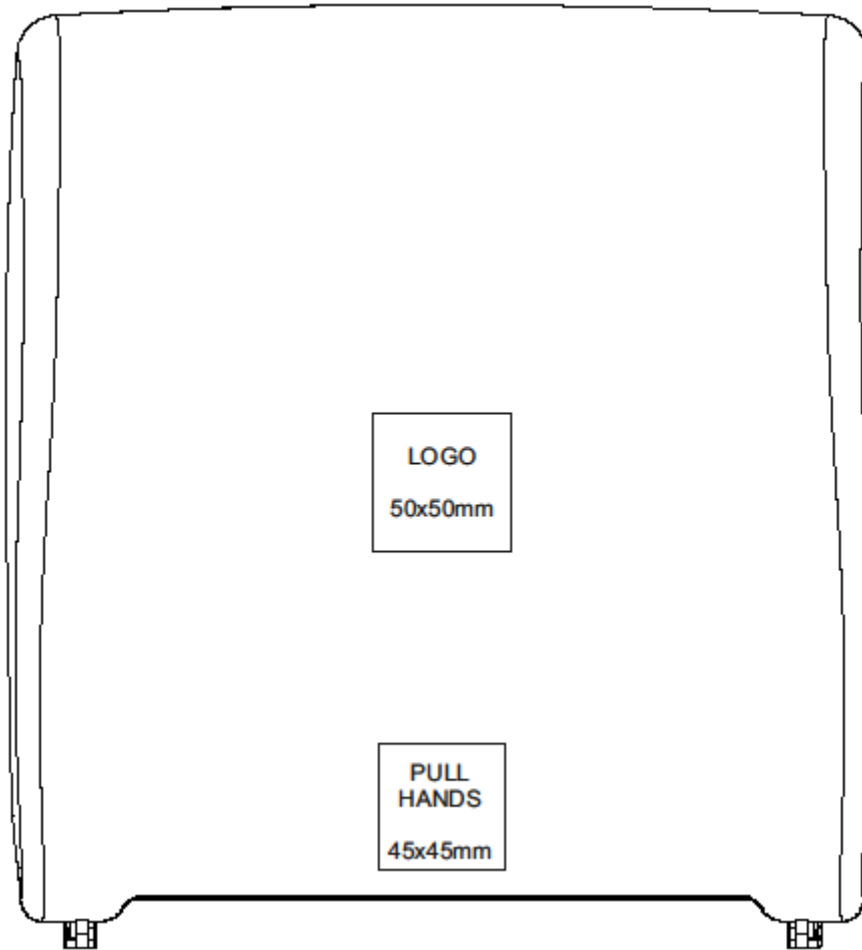
Compact dispensers can be pad printed with your company logo, please find below details regarding the set-up and supply.

Product series	Compact	Branding type	Pad Printing
Logo Colours	Up to 5 colours, only solid colour logos – no graduated, merging of fading colours		
Logo artwork file type required	Vector art Adobe illustrator CS6 or lower Corel draw X7 or lower Vector PDF 300dpi		
MOQ / Cost			

Branding Dimensions		
Units	Max logo size (mm)	Logo position
Compact Autocut Matt	H50 x W50 (Customer logo) H45 x W45 (Hands Pull)	Centred 135mm from bottom Centred 10mm from bottom
Compact Autocut Glossy	H50 x W50 (Customer logo) H45 x W45 (Hands Pull)	Centred 135mm from bottom Centred 10mm from bottom

The process

- 1) Email your Adobe Illustrator or vector pdf logo to **Artwork@achton-as.com** or post a CD to Artwork, Achtton A/S, Glasvej 2, 4220 Korsør, Denmark.
- 2) Within 48 hours we will confirm the suitability of your logo file, assign a reference number for use on your purchase orders for the requested logo and create an Artwork Approval Form with the logo size and positioning on the requested products for you to sign and return.
- 3) You should expect an extended lead time (additional 5 days) for your first order with a new logo.



Compact Autocut

Customer logo size

Max 50x50mm

Horizontal centred

135mm from bottom of dispenser to bottom of logo

Pull hands logo

Max 45x45mm

Centred horizontal

10mm from bottom

Customer designed dispensers:

Unique dispensers can be pad printed with your company logo, please find below details regarding the set-up and supply.

Additional cost:

All customer designed dispensers, require the manufacturing of a product specific fixture to ensure the quality and position of the print.

Cost of the fixture will be invoiced to the customer together with the first order.

Product series	Private label	Branding type	Pad Printing
Logo Colours	Up to 5 colours, only solid colour logos – no graduated, merging of fading colours		
Logo artwork file type required	Vector art Adobe illustrator CS6 or lower Corel draw X7 or lower Vector PDF 300dpi		
MOQ / Cost			

The process

- 1) Email your Adobe Illustrator or vector pdf logo to **Artwork@achton-as.com** or post a CD to Artwork, Achton A/S, Glasvej 2, 4220 Korsør, Denmark.
- 2) Within 48 hours we will confirm the suitability of your logo file, assign a reference number for use on your purchase orders for the requested logo and create an Artwork Approval Form with the logo size and positioning on the requested products for you to sign and return.
- 3) You should expect an extended lead time (additional 5 days) for your first order with a new logo.