

LEFT HANDED GIANT - ARTWORK DESIGN GUIDE
FOR 'NEW EDITION' SPIKE ISLAND COLLAB.

Creating artwork for a can label can be an interesting and exciting challenge. There are a few things worth considering before you begin.

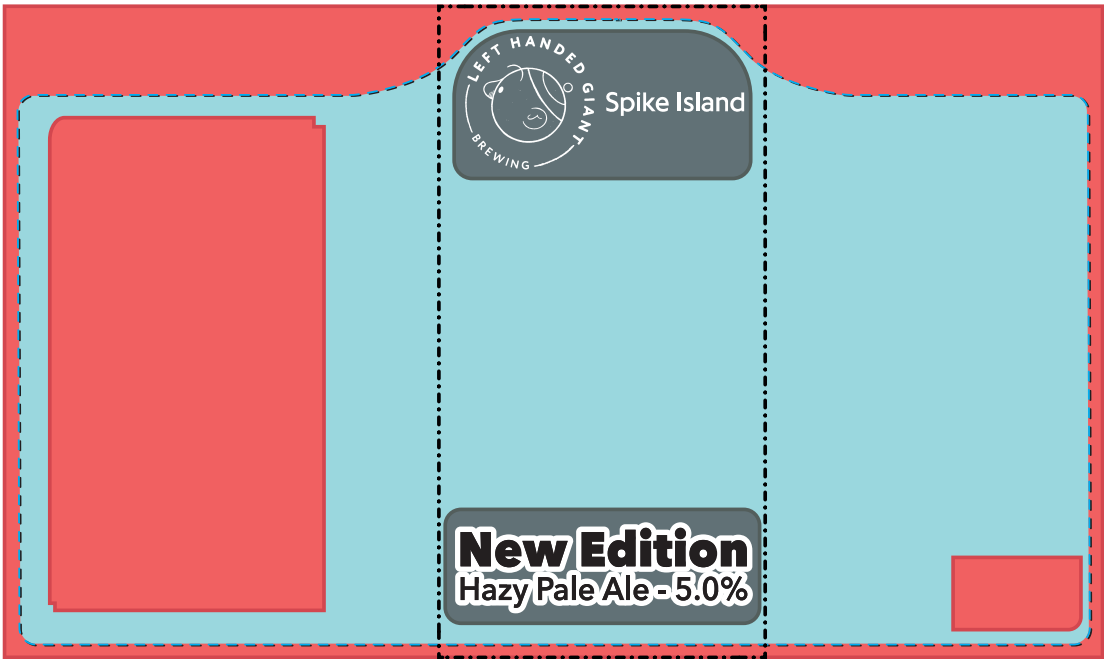
There are set areas where descriptions and legal info must be included on the label, this will lead to areas of your artwork being hidden behind them. There will also be areas of the artwork that sit beyond the edge of the label when it is cut to the custom shape. It is important to still include art within these areas to account for any shift in the printing process.

Logos and the beer name will sit atop your artwork. Accounting for this within the design, by reducing detail or simplifying these areas is very helpful and ensures that this information remains readable. The logo placement and beer name will appear the same across all variants of this beer, though is subject to change.

Keep in mind that while you'll be creating and submitting a flat, landscape work, the final result will be wrapped around a drink can. Only around a 60mm, portrait section of the artwork will be visible at any one time.

The artwork supplied should be 212mm wide x 126mm tall (or to that ratio) and provided in a CMYK colour format with a minimum resolution of 300dpi, to ensure the artwork prints how you intend it to.

You do not have to create your artwork in a digital format, all mediums are welcome. Submissions can be a high-resolution scan or digital photograph of physical artworks.



ARTWORK CONSIDERATIONS KEY:

-  ART WILL BE FULLY VISIBLE.
-  ART WILL NOT BE VISIBLE (THOUGH SHOULD STILL BE INCLUDED).
-  ART WILL BE OCCLUDED/UNDERNEATH ELEMENTS (SIMPLIFYING THESE AREAS IS HELPFUL).
-  LABEL CUT LINE (BEYOND THIS LINE WILL BE TRIMMED, BUT SHOULD BE INCLUDED TO ACCOUNT FOR BLEED).
-  FRONT VISIBLE AREA WHEN WRAPPED AROUND A CAN.