



NIGHT OWLS

## ORDER GUIDE: ENAMEL PINS

*Most of your pin questions can be answered in the following pages, but if you need more information, please email: [orders@nightowlsprint.com](mailto:orders@nightowlsprint.com)*

*Email correspondence is preferred so we can reference your artwork, quotes, order details and requests - in writing.*

*We work with a ton of cool folks and we want to make sure we get it right.*

*Thanks for being awesome! We can't wait to make some cool pins with you!*

## PRODUCTION NOTES

### PRICING AND ORDERING:

Pricing varies based on a number of factors and will not be confirmed until all order details are known. Pricing will change if the order details change. Pricing applies to the specified number of pieces requested for a single design. Each design is subject to its own pricing at the specified quantity per design.

The recommended minimum order quantity is 100 pieces. Though we can accommodate smaller orders, please be advised that the per-piece pricing will increase significantly and a small order fee will apply for each design.

As long as the exact same mold can be used, up to 2 variations are permitted on a single design within your order of at least 100 pieces (i.e. 50 pieces in gold metal plating and 50 pieces in nickel plating). Additional fees may apply for a request of more than 2 variations. If a new mold is required for the variation, the variation will be considered a different design and will be priced as such.

### PAYMENT:

Full pre-payment is due for orders of \$300 or less. A 50% deposit is required for orders over \$300 to begin production. You will receive a payment request outlining payment options once your order details and contact information have been confirmed.

### DIGITAL PROOFS:

Digital proofs are only provided for orders which have been confirmed and paid. We do not offer free proofs. Proofs are provided within 2 business days of receipt of payment. Your order will not move into production until you have confirmed proof approval via Printavo or via email.

### TURNAROUND TIME:

Standard production time for orders of 300 pieces or less is approx. 21 business days after proof approval, not including ship time. Larger orders and orders requiring additional assembly, specialty finishes (glitter, 5+ enamel colors, laser numbering, etc.) may be subject to extended production time. Please account for the standard production time when ordering, and allow yourself an additional 1-2 weeks for billing, proofing, shipping and quality control. Please notify us in advance if you have a specific in-hand date to meet.

### QUALITY DISCLAIMER:

Though each order is subject to quality check before shipping, due to the handmade nature of the product, an allowance for "imperfections" is assumed when the order is confirmed. This can include: dust in the enamel, enamel drops on the metal plating, light dust in the plating, small chips in the plating, small details with missing enamel filling, etc. Though the occurrence is rare, the room for error can be as high as 10% for some orders. We urge you to order overages if this is a concern. Orders containing 10% over or under the ordered quantity will be considered complete.

If the level of imperfections is higher than 10% for your order, please provide 5-10 photographs of the errors and confirm the number of pins which have been deemed "unsellable" within 2 weeks of receiving your order. In most cases, we will replace the specified quantity of pins at no cost. Additionally, if it is agreed that a technical or design error has been made on your order, we will replace the entire order at no cost. Standard turnaround time will apply for the replacement pins.

Due to the nature of the metal production process, precise details cannot be guaranteed on the final pin. We will make every effort to review your artwork for potential detail loss and to communicate these issues or need for adjustments as they arise before production begins - whether directly via email or indirectly on the digital mockup. This includes pockets of color too small to be filled in cleanly, inner cut outs, text too small to be filled in cleanly, etc.

Even with the aforementioned efforts, some details may change in the production process if the production team feels that it would benefit the overall quality of the pin. On occasion, these changes may be made without prior notice and may not be reflected on the digital proof.

## ENAMEL PIN ARTWORK REQUIREMENTS

### DIGITAL FILE FORMAT:

(A) VECTOR FILES: All vector files must be in ai, pdf or eps format

(B) BITMAP FILES: All bitmap/raster files must be in psd or jpg format, with resolution at least 300 dpi

For all pin-types except offset-printed, raster art must be digital art, not hand drawn or scanned. It must also be free of any textures or gradients. Any art that does not fit these guidelines are subject to design service fees.

### COLOR:

Artwork must be in Pantone spot colors - selected only from the Pantone Solid Coated book. If not submitted in Pantone colors, your colors will be auto-converted to the closest Pantone color matches in the digital proofing process. The appearance of the colors on your screen may vary from the colors on the final product. We only match to the physical swatch book. All enamel colors are hand mixed, so they may vary slightly between orders, or within an order. Reds usually appear darker on the final product and oranges can turn more yellow.

### SIZE REQUIREMENTS:

2 sizes are required for non-vector images:

(A) Actual size full color artwork (preferably with color codes from the Pantone Solid Coated color book)

(B) Enlarged 300% black and white line art

Please ensure that your black and white line art indicates only the metal in the design. It should be free of any noise or residual color and should match the linework in the color version of the design. This is the file which will be used to create your die/mold in the production process.

### SIZE MEASUREMENT:

Please measure your artwork both vertically and horizontally. Measure from top to bottom and left to right. The longest measurement is the one that you should use. When requesting a quote, please also specify any special attachments, finishes or processes to be used. Most custom shapes and sizes from 1/2" to 2" can be accommodated, and we are always happy to assist you with choosing the right size and finishes for your design.

### FONT INFORMATION:

It is critical that you either convert all fonts (type) to outlines whenever possible, or include the fonts with your file. Not doing this will result in a delay to your order as we will request that you resubmit art with the fonts outlined or included. To outline your fonts in Adobe Illustrator: select your text box, click "object" in the top menu, then click "expand".

### LINE ART REQUIREMENTS:

We require black and white line art along with color filled art and a PMS color code. Black lines should represent raised metal partitions. White areas designate where color is to be placed, or recessed metal areas. All color filled areas should be enclosed completely by black lines and should be solid. No gradients or shading will be accepted. Please refrain from adding color to your vector file with the pen tool, as this results in strokes instead of fills.

If your artwork is not print-ready when submitted, you may be subject to a design fee for necessary adjustments. If you do not have a high-resolution file for your design we may not be able to accept your order.

### WHEN DESIGNING ART FOR LAPEL PINS, KEEP SEVERAL FACTORS IN MIND:

If you have lettering, it may be too small (depending on how small and detailed the font is) to be made into a pocket and filled with enamel. In these cases it is better to make the lettering raised metal or have it printed onto the pin.

It's also critical that there is a metal border in between enamel colors. To maintain the strength of the die while your pins are being struck, we suggest that the metal border between colors be at the very least .006" and closer to .010". Please be sure to use these measurements when working on your design at the final pin size.

An expansion of the metal is to be expected and will measure approximately .013". This will cause small outer details to become thicker and/or fill in with metal. Areas which are narrower than 2mm in any direction may not be eligible for cut-out and may be represented as recessed metal details. This expansion will be estimated on your digital proof, but results may vary between pin types and metal plating options.

## **ENAMEL PIN SPECIALTY FINISHES:** *additional fees may apply*

Please carefully read the description of any finish that you are interested in using. Warnings for possible imperfections caused by each finish are noted in their descriptions. By choosing a finish, you are agreeing that we are not accountable for small instances of these specified issues. If one of these issues occurs at such a high volume that a large amount of your pins are unsellable, email us with pictures, and we will tell you whether they qualify for replacements.

### **CUSTOM COLOR PLATING:**

This finish can be used to customize the color of the metal borders on your pin. This option is only available for soft enamel, die-struck or screenprinted pins. The metal can be matched to your specified PMS color for no additional fee. Please note that metal can only be one color.

### **SEQUENTIAL LASER NUMBERING:**

This finish can be used to signify a limited production run of your design. Most commonly, this finish will be used for an order of 100 pieces, with the formatting: 001/100, 002/100, etc.

### **CUSTOM BACK IMPRINTING:**

This finish can be produced as a raised imprint and can accommodate a simple vector logo or standard block font with your desired message. The sizing of the imprint will vary based on the size of the pin and the available space on the back surface of the pin after the nail has been accounted for. The imprint may not land precisely in the designated mocked up area in case the nail/pin needs to be moved for pin integrity. A back imprint mold fee is applied to the first order that you apply it to, then most future orders using the exact same imprint should have no charge applied. Some exclusions apply.

### **GLITTER:**

Glitter is available in a limited variety of colors and is applied on top of the enamel filling. Standard production will result in an exposed, coarse glitter surface on soft enamel and a smooth surface on hard enamel pins. We highly recommend adding an epoxy coating to soft enamel pins with glitter.

### **GLOW IN THE DARK:**

Glow in the dark enamel is available as an added effect atop any PMS enamel color and is only recommended for simple designs with large areas of glow enamel filling. Glow is added on top of the enamel colors in a pin, and may add a slight yellow tint, or milky effect to the color it covers.

### **MOVING PIECES:**

Pins can be made with spinning, hinged, or sliding moving pieces and will be quoted per order. These specialty pins are priced as separate pins with additional assembly fees.

### **DESIGN SERVICES:**

If you need a design created for you, we can do that too! Just let us know what you have in mind and we'll provide an estimated design fee. Design fees start at a minimum of \$100 (\$50 per hour, 2 hour minimum) with each subsequent hour or partial hour billed at \$50. Custom design pricing will vary based on the scope of the project and will be custom-quoted after the necessary details have been provided.

### **SCREEN PRINTED DETAILS:**

Screen printed details are printed on top of the surface of the pin. Up to 3 colors can be used per design. This is the best choice if a detail is too small for enamel, or for a detail that you do not want to outline in metal. Note that screen printing works best on hard enamel, epoxy, or a large flat metal surface. A slight shift in placement may occur.

### **EPOXY COATING:**

Epoxy is a clear coating that you can put over the surface of an enamel pin for a 3 reasons:

1. When adding glitter to a soft enamel pin, the glitter is exposed. If you add epoxy to the pin, it will keep the glitter from falling off. Please be aware that when putting epoxy over glitter, some pieces may stray from the pockets in which they were initially added.
2. Screen printed details cannot be added to a soft enamel pin unless it has a wide area of flat metal, or is coated with epoxy. Please note that if this option is used, it may look like the details are "floating" on top of a pin.
3. If you prefer a pin with a smooth surface, but cannot do a hard enamel pin for reasons like too-small details or custom colored metal, an epoxy coating can be applied.

## ENAMEL PIN SPECIALTY FINISHES: (Continued)

### DOUBLE METAL FINISH:

Pins can have 2 metals in them for an additional cost. This type of pin can be made in either soft or hard enamel. Hard enamel double-metal pins can only have a high polished nickel or gold finish. Dye platings are not possible. A raised or recessed detail cannot change metals without some kind of a barrier (Example: recessed metal in between two different raised metals.)

### SPECIAL ATTACHMENTS:

The price of your pin includes a single standard nail and your choice of a metal butterfly clasp or a rubber clutch. Specialty backers, secondary nails, or special attachments such as earring hooks or necklace chains will be quoted on a custom basis. Metal clasps are available in gold, silver, or copper and rubber clutches are available in black, pink, or yellow. Please specify your preference when placing your order.

### CUT OUTS:

A cut out in an enamel pin is an empty area surrounded either completely, or almost completely, by metal. If the opening of a mostly-surrounded area is less than 2mm, it is considered a cut out. A cut out must be at least 2mm wide to be cut completely through. If a cut-out area is less than 2mm, it may be changed to be recessed metal.

If you would like a detail in your pin to be cut out, please select the option on your Order Form. You must also indicate where you would like the cut out, either in the art, or in the Order Form notes. If you do not indicate that you want a cut out, any empty spaces in your pin will be changed to white enamel or recessed metal in the mockup process.

### EXAMPLES:



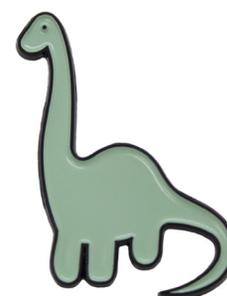
This pin has both completely and partially enclosed cut outs, and would be charged for four cut out fees.



Though the space between the legs is open, the channel leading to the space is < 2mm, making it a cut out.



This is what a cut out looks like from the back. Cut outs will be marked clearly on the mockup with red x's.



The space between the two front legs of this dinosaur is smaller than 2mm, so it was made with recessed metal.

### PACKAGING SERVICES:

We can finish your pins with custom printed backing cards and flap-seal polybags for an additional \$1.00 per pin. Here are some print specifications for the backer cards:

**Size:** 2.5" by 3.5"

**Weight:** 16pt

**Print:** Full Color 4/4

**Paper Color:** White

**Finish:** Matte

### HOW TO SUBMIT YOUR BACKING CARD DESIGN:

File Type: AI, PDF, EPS or JPEG

Color Settings: CMYK

Bleed: .0625" on all sides (Final size: 2.625" by 3.625")

Resolution: 300 dpi, with all fonts converted to outlines.

Specialty printing services are available upon request and may increase the cost of production. Print templates are available for your backer card design. You can request a template by emailing [orders@nightowlsprint.com](mailto:orders@nightowlsprint.com)

## PIN TYPES:

### SOFT ENAMEL:

This is the most popular and most economical type of enamel pin. It is characterized by raised metal borders and soft recessed enamel filling.

### DIE-STRUCK:

This is a metal-only pin, without enamel filling. It is characterized by raised and recessed metal details. More contrast can be added by using an antique metal finish - which will make the recessed details darker.

### HARD ENAMEL:

This is often referred to as "mock cloisonné", as it has a similar appearance for a lower cost. It is characterized by its smooth, polished finish. The metal and the enamel are at the same level, creating a consistent surface. Please note that this pin type is not eligible for any of the antique metal plating options or the custom color plating. Standard high polished plating options only; This does not include rainbow metal.

### OFFSET PRINTED:

This is comprised of a full-color print of your design, adhered to aluminum backing, die-cut and coated with clear epoxy for protection. It is a good solution for heavily detailed designs with gradients and/or shading. It is lightweight and does not qualify for inner cut-outs in the pin shape. All art submitted for offset printed pins must be cropped around the shape of the design. If your art has an enclosing shape (ex. white background) that is not meant to be in the final product, an editing fee may incur.

### SCREENPRINTED

This is an option for up to 3 color imprints only. The design can be imprinted onto any flat shape. Depending on the size and level of detail in the design, some detail loss and inconsistency can be expected as the ink may cause tiny details to "close up" during printing.

Please note that we do not offer Cloisonné pins, due to the health concerns of the materials needed for production.

## STANDARD METAL PLATING OPTIONS:



HIGH POLISHED GOLD



HIGH POLISHED NICKEL



HIGH POLISHED COPPER



HIGH POLISHED BRONZE



ANTIQUE GOLD



ANTIQUE NICKEL



ANTIQUE COPPER



ANTIQUE BRONZE



BLACK NICKEL



BLACK DYE PLATING



RAINBOW PLATING

Due to the handmade nature of this product, metal platings (especially specialty platings like custom dyed and antiqued plating) may vary slightly between orders, or within an order.