

Soap Impressions

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Soap Stamp Design Considerations

Simplicity

- Soap stamp designs must be **extremely** simple. If you keep in mind any commercially stamped soap that you've seen, you'll have a good idea of what this means. For example, consider Ivory, Zest, Dove, etc. They use very short words and no complex graphic design for a reason--it works!

Design Considerations

- Designs should use medium thick lines (not fine thin ones, not large solid areas) with lots of open space between the lines. Lots of fine detail, thick lines, or large solid areas do not work well. Stamps with fine details don't release cleanly and large solid areas or thick lines, don't stamp distinctly due to the amount of soap being displaced by the design. It's very important that there be ample open space between lines for a good stamped image.

- Generally, it is best to use either a graphic design, **or** text, but not both unless the graphic is a simple one. If a design is too complex, it often does not stamp or release cleanly. A very simple line drawing with a word or two can work effectively, but both the graphic and the words should be very simple and clean.

- If using text, the practical limit is no more than 3 short words on two lines.

- If you're going to use lettering, it should be **at least** 24pt (in the final artwork that's sized correctly for your bars) in order to be legible.

Sizing Considerations

-It's important that the stamped design does not get too close to the edge of the bar. If the design is too close to the edge it can cause the sides of the bar to buckle from the pressure. It's best if the design comes no closer than 1/2" to the edge of the bar. Sometimes you can get away with 3/8", but 1/2" is better.

Artwork Considerations

- Artwork for your stamp should be in black on white background only, with no colors or shades of gray.
- A high-resolution graphic file of at least 300dpi (dots per inch) is necessary for a quality stamp.
- Acceptable formats are Adobe Photoshop or Illustrator, or high resolution TIFF or JPEG format files.
- We may be able to scan the design from a good clean printout, such as a letterhead.