



ripples™

# The Perfect Design For Your Drink



# Foreword

Any printing procedure is affected by two factors. The printing material (ink), the printing area (foam), and the chemical ratios between them.

The density and amount of bubbles in the foam affect its quality. Smaller bubbles with a creamy, thick foam create a higher quality 'canvas'.

Apart from these factors, graphic quality also affects the printed result. This guide will teach you how to work with graphics for printing on foam.



# The Perfect Coffee Canvas

When printing on coffee, a high quality printing area would be milk that has been properly frothed, however the milk pouring technique also has a significant impact on foam quality. When pouring the milk in an attempt to create a flat, white printing area, pour the milk on the edge of the cup, without moving your hand or the cup itself. Smooth printing areas are crucial for a high quality print.





# Opening and Exporting a Working File

## Opening the File

- Size: 1700 x 1700 Pixels
- Resolution: PPI 600
- Color Profile: Grayscale
- Background Color: White
- Frame Background Color: Transparent

## Exporting the File

- Format: JPG
- Frame Format: PNG

**Designer's Tip:** Your working file is a square, but the graphic is a circle. It is recommended to mark the printed area using a circle before you start designing.

# How Does a Design File Look?



On a computer



On the Ripple Maker

# How Does a Frame File Look?



On a computer



On the Ripple Maker

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## Working with Photos

High contrast graphics are optimal for printing on foam. Images with high contrast have navy black or white areas, and few gray or gradient areas. When editing an image's contrast levels, try to achieve a balanced result without 'burning' the white areas or 'blocking' the black ones.

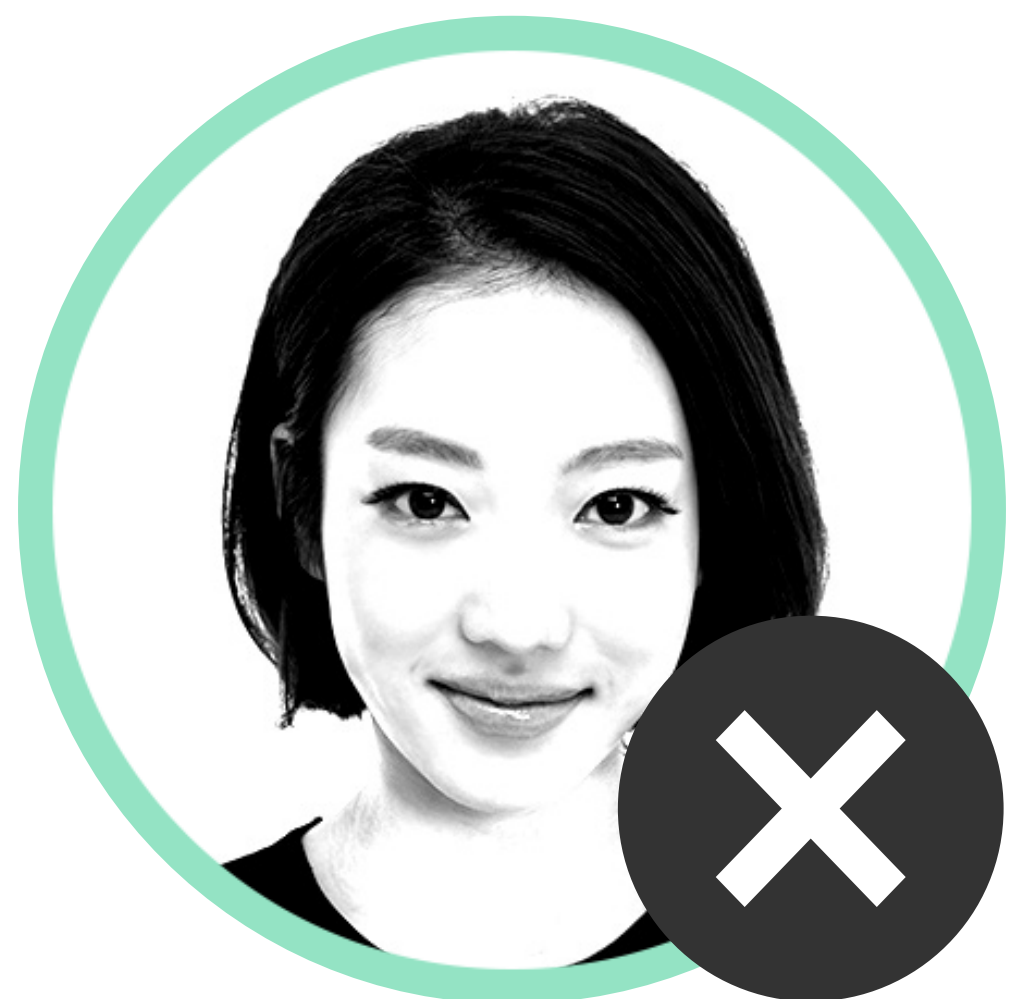


# Taking a Photo

- It's recommended to take a photo on a 'quiet' background, without many objects. A clean wall will work just fine.



- The lighting in your photo should come in from the side, and not the front. This will prevent facial features from 'burning out'.



- When there are more people present in the photo, each one of them will be smaller, and the overall print quality will be lower. It is recommended to use a photo of 3 people at most.



**Designer's Tip:** In order to preserve the detail in the image, take your photo on as clean and quiet a background as possible.



# Importing from an Album or from the Internet

- All of the guidelines for taking a photo also apply to imported photos.
- For the perfect print, use as large and sharp of an image as possible.





## Working with Text

The quality and sharpness of your print are directly linked to the quality of the foam, and the size / density of bubbles. Foam is not like a paper canvas, and letters have to be carefully worked with to be beautiful and legible.

**Designer's Tip:** A good rule of thumb for working with text is: The bigger the text, the easier it is to read, and the more freedom you have with design and font choices.



# Text \ Logo with Text

- When your text is larger, you can work with many different fonts, including bold, lightweight and decorated fonts.



- When your text is small, it is recommended to use a simple, legible font in regular or medium weight.



**Designer's Tip:** Logos typically cannot be altered. When you prepare a logo for printing, it is good to remember that the goal is to represent the logo as best we can on the foam. If you need to make edits that will better represent the logo on foam, do so.

# Inverted Text (White on a Black Background)

Designing inverted text is not recommended, but when this is the case, remember that the black areas on the photo are ink and the white ones are not printed. Since the ink will spread into the non printed areas, to achieve a clear print make sure to use large and clear letters.



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## Working with Illustrations

Like text, illustrations show up better on foam when they are composed of thicker lines. Be aware that illustrations with many close thick lines can produce a low quality print.



- Graphical illustrations with high contrast are optimal. Realistic illustrations with many lines will cause the print to be unclear.



**Designer's Tip:** In order to master the balance between black and white areas, it is recommended to experiment with different print types.

