

SME EVENT - RED PACKET DESIGN COMPETITION

GUIDELINES

26 AUGUST 2020

CREATIVE DIRECTION GUIDELINE

Staff

Size: Red packet: 9(W) x 16.7(H) cm

Macau culture with modern design, silver elements, follow our printing output guideline

VIP

Size: Red packet: 9(W) x 16.7(H) cm, Red Packet Box: 17.5(W) x 9.5(L) x 1.8(H) cm

Macau culture with luxury/modern design, gold elements, follow our printing output guideline

Melco Club

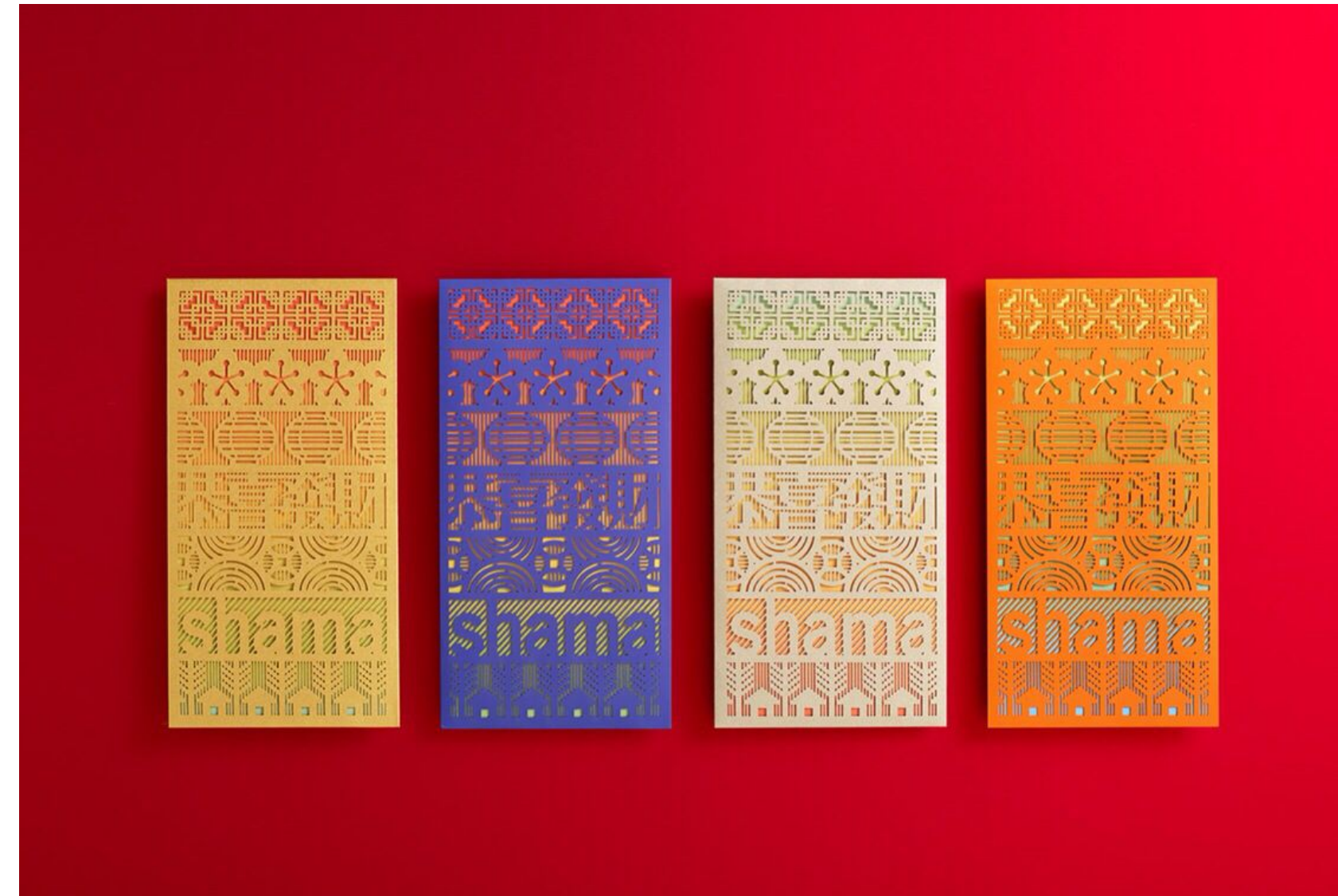
Size: Red packet: 9(W) x 16.7(H) cm, Red Packet Box: 17.5(W) x 9.5(L) x 1.8(H) cm

Macau/Chinese culture with luxury/modern design, gold elements, follow our printing output guideline

DESIGN TREATMENT

CHINESE PAPER CUT JIǎNZHǐ (APPLY TO ALL CATEGORIES)

The art of paper cutting (jiǎnzhǐ 剪纸) in China may date back to the second century CE, since paper was invented by Cai Lun in the Eastern Han Dynasty in China. As paper became more affordable, paper-cutting became one of the most important types of Chinese folk art. Later, this art form spread to other parts of the world, with different regions adopting their own cultural styles.



MACAU CULTURE OFFICIAL FLORAL EMBLEM OF MACAU - LOTUS

The lotus was chosen as the floral emblem of Macau. In Chinese texts and travel accounts from very early on, Macao peninsula was seen to be in the general shape of a lotus flower and its stem. Lotus also spot in many places and symbol in Macau.



YOU CAN FIND LOTUS
IN MACAU EVERYWHERE



RED PACKET
REFERENCE FROM
OTHER BRANDS



MACAU CULTURE AZULEJO & CALÇADA PORTUGUESA

Ceramic tiles or azulejo can be seen all over Macau on the walls of buildings and other surfaces. The term azulejo or azulejo refers to a typical form of Portuguese painted, glazed, ceramic tile work. The themes that they are used to portrait are many and varied, though they were first developed in abstract designs and were used to decorate religious buildings.

The Portuguese pavement or Portuguese mosaic (or Portuguese stone in Brazil) is the established name of a certain type of floor covering used especially in paving sidewalks , public spaces , and private spaces, in general. This type of tour is widely used in Portuguese-speaking countries (Macau).



RED PACKET
REFERENCE FROM
OTHER BRANDS



REFERENCE

Macau Culture

<https://theculturetrip.com/asia/china/articles/what-remains-of-portuguese-influence-still-exist-in-macau/>

<https://www.aportugueseaffair.com/postcards-macau/>

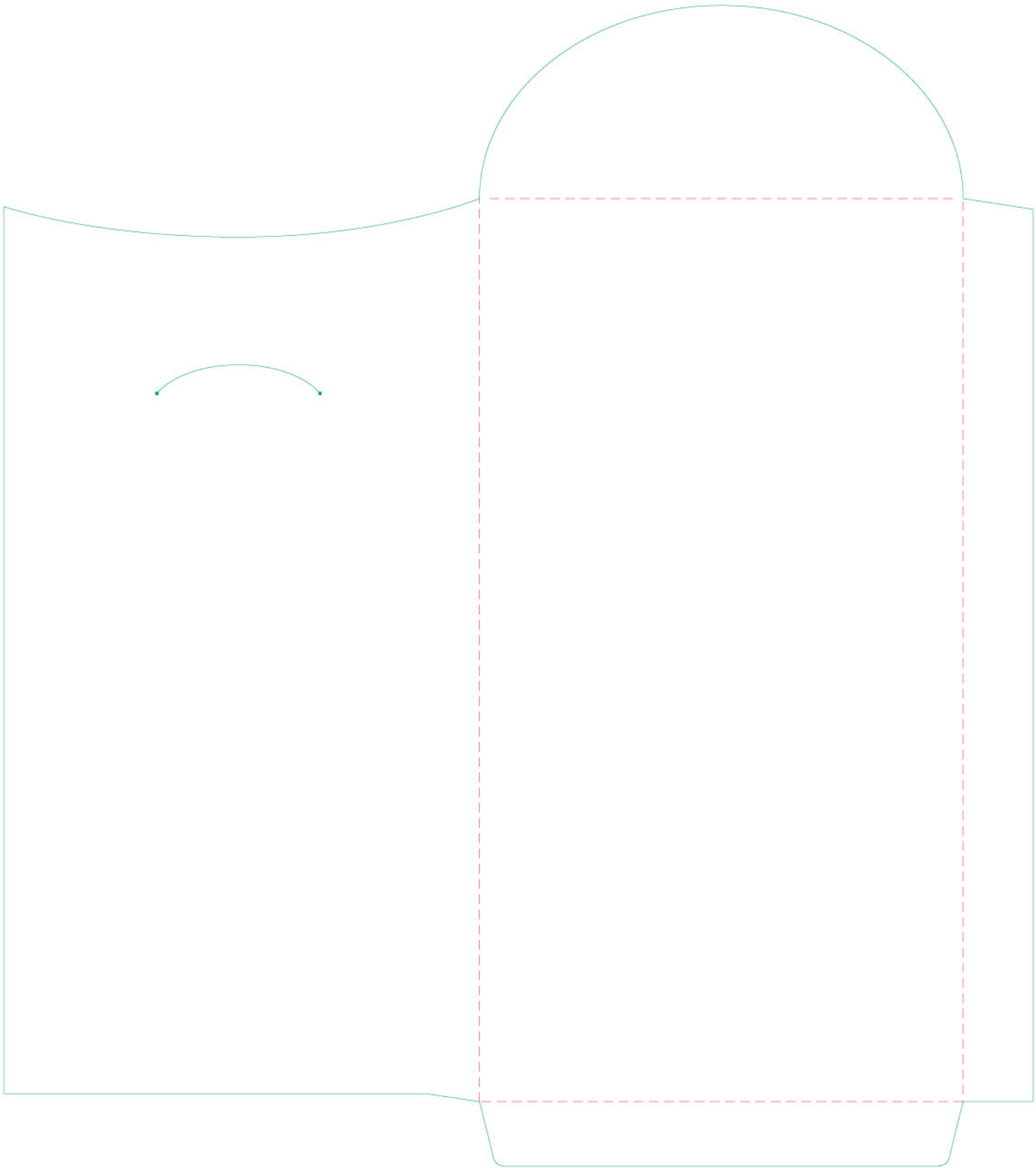
<https://www.aportugueseaffair.com/portuguese-pavement/>

PRINTING OUTPUT GUIDELINE

- All individual images, illustrations, and tints should be in CMYK
- All black text and line work should be single color black, overprinted on other colors if necessary
- Fine lines, serifs and other graphics should be single color where possible
- 3mm bleed on artwork is necessary
- File resolution should be 300 ppi
- Placed image resolutions should be 140 ppi or higher, preferably 300-350 ppi and always should be placed at the desired resolution and final output size
- Total Ink Coverage (The sum of the C+M+Y+K inks) should not be more than 280 in more than a 10% area of any page. Use the GCR function in Adobe Creative Suite to manage.

DIE CUT MOLD
RED PACKET

RED PACKET_die cut mold



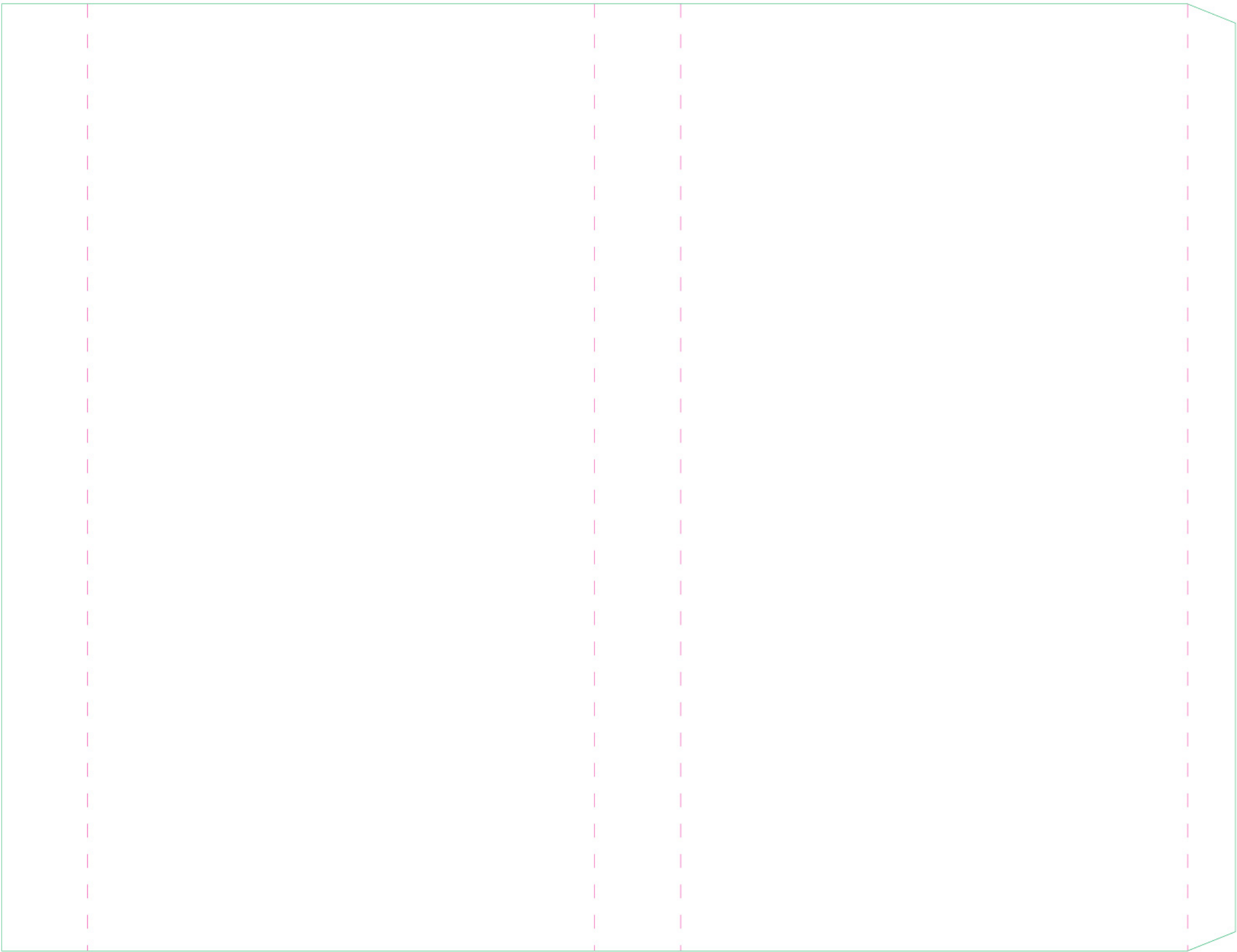
Printing effect:

Folded Size:
w90 x 168mm

Die Cut Size:
w191.5 x 216mm

DIE CUT MOLD
RED PACKET BOX

VIP RED PACKET GIFT BOX_slip case die cut

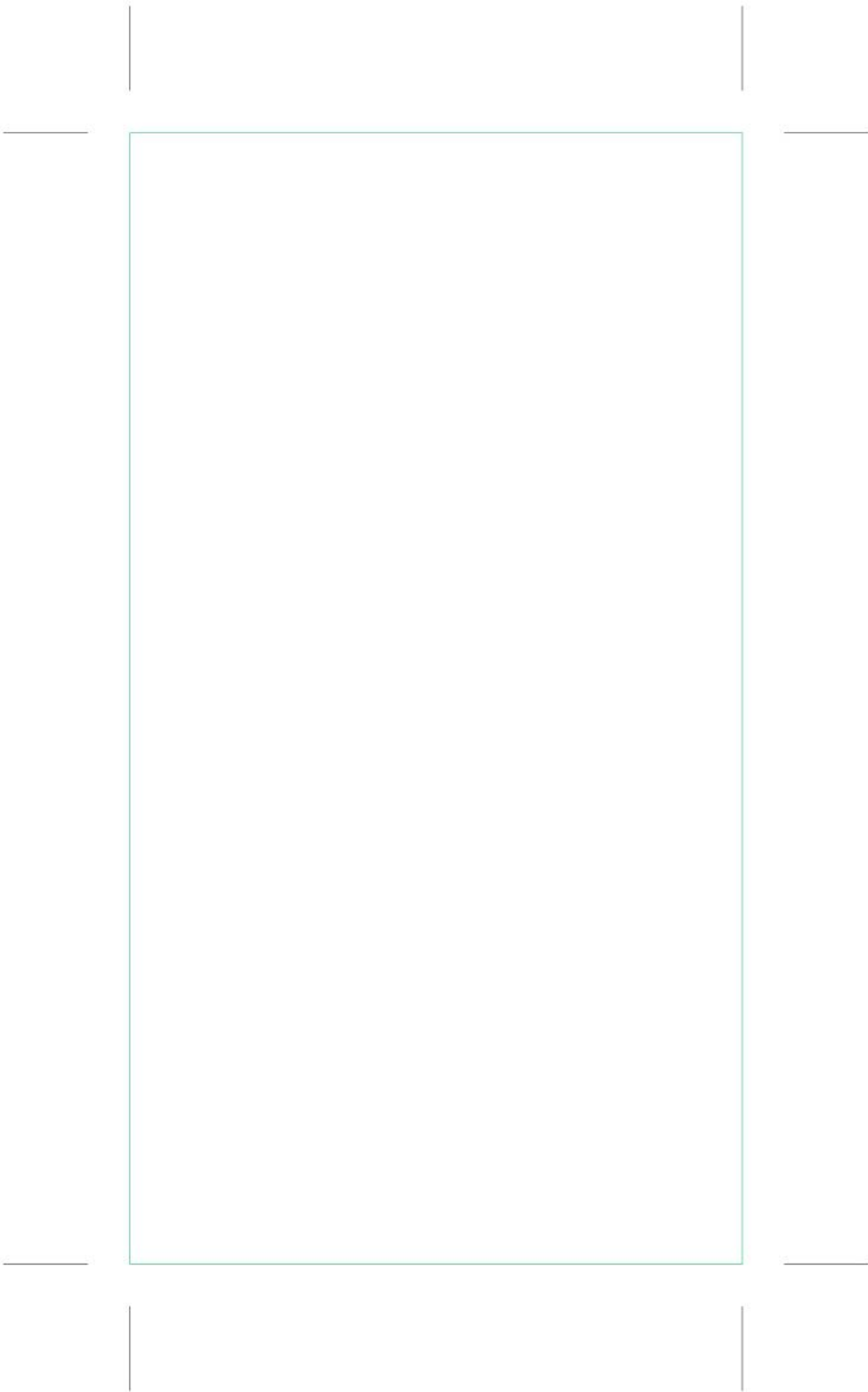


Folded Size:
W106 x H198mm

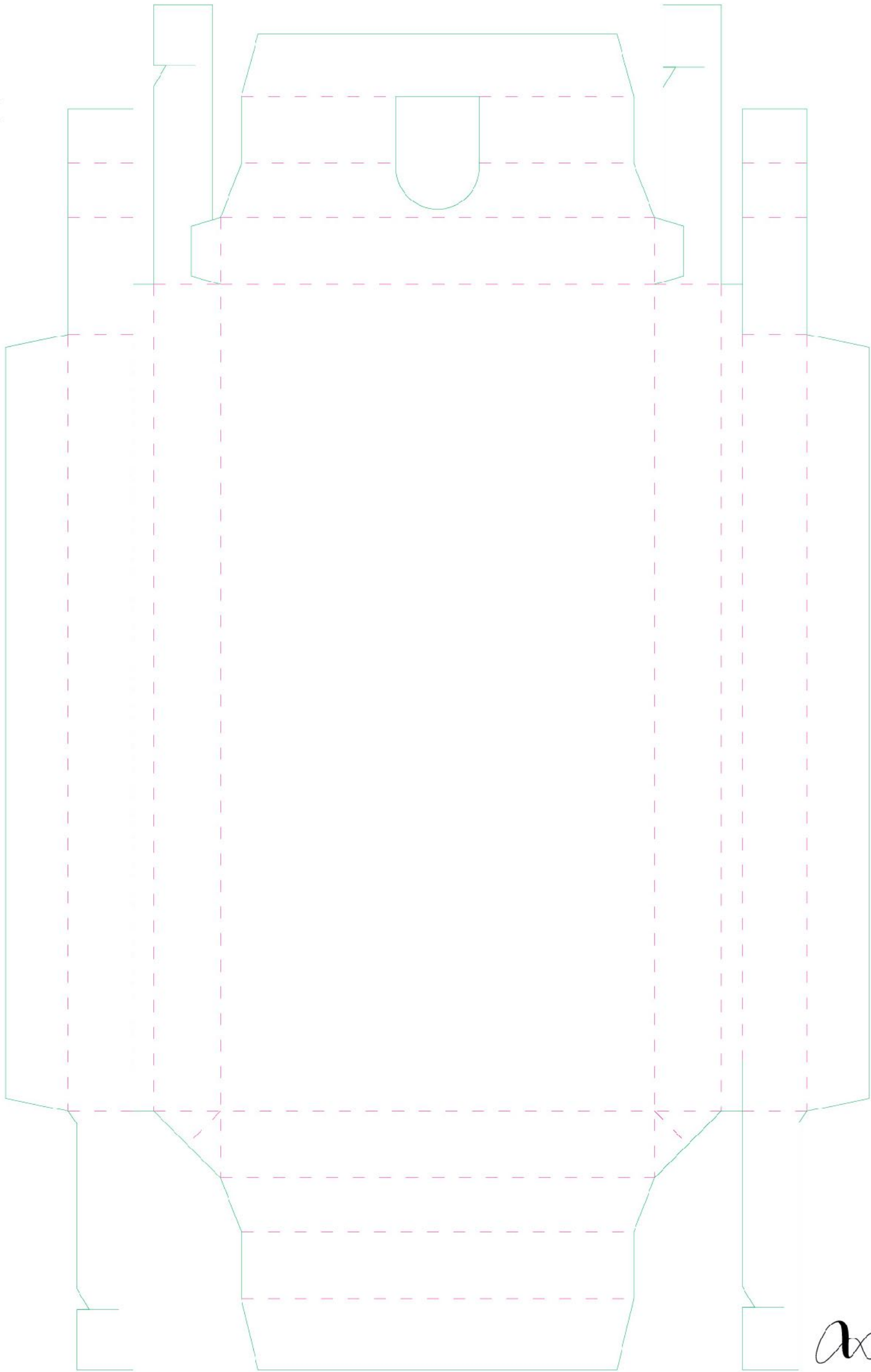
Die Cut Size:
W258 x H198mm

DIE CUT MOLD
RED PACKET BOX

VIP RED PACKET GIFT BOX_inner box die cut



Inner Box Lining
Die Cut Size:
W92 x H170mm



Inner Box
Folded Size:
W104 x H198mm
Die Cut Size:
W207 x H318mm

THANK YOU