

# RITZENHOFF

ONLINE ONLY X COMMUNITIES

VESPA TRIP

18 | MÄRZ | 2025

# SUMMER 2025



# INTRO | BRIEFING

Moments that connect - glasses that stay with you: In every community, there are unforgettable moments that bring us together - moments that we want to celebrate, enjoy and remember forever. At Ritzenhoff, we design glasses that are more than just functional for these moments. Whether it's the first sunrise after a night in the van, well-deserved relaxation after a yoga session, bonding with our beloved pets, pride after a successful horse show or making a fashion statement amidst the latest trends - our glasses reflect the passion and identity of their community. They become a part of these special moments and emphasise what is really important to us: the expression of personality, style and joie de vivre.

Our designs are inspired by the individual experiences and shared identity that characterise each of these communities. We don't just design glasses, we create faithful companions for the meaningful moments in life.

## TASK

Design a decoration for the COUMMUNITY collection according to the theme presented on the following pages. Two glass shapes are available. Choose one yourself.

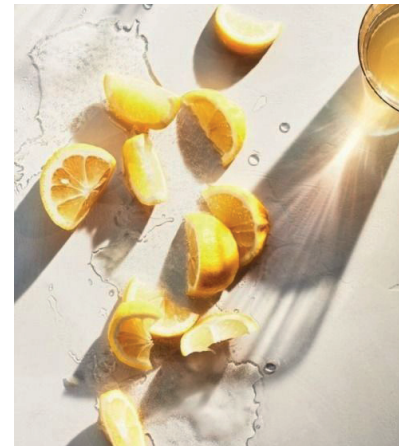


# OVERVIEW

## TARGET GROUP



## TRENDWORLD: EVERY DAY BASICS



## EXAMPLE



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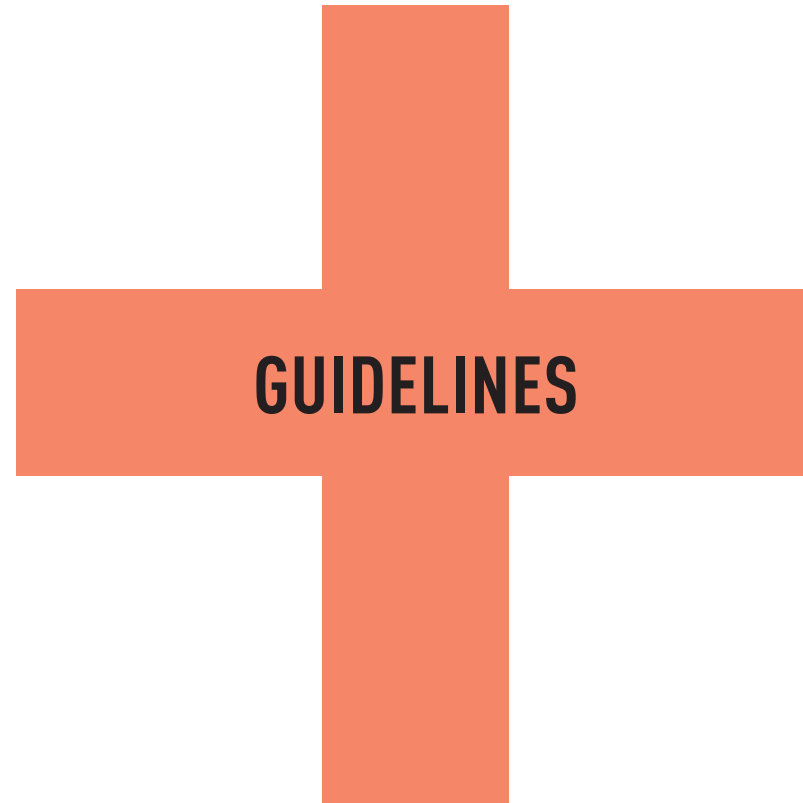
WANDERLUST



# TOPIC AND STYLE INSPIRATION

We close our eyes and can feel it very easily. We start the Vespa and put on the helmet. Feel the heat of the sun and let the airflow cool us down. We ride through small alleyways, past famous sights and along narrow roads all the way to the sea. Everything feels so easy!





## TECHNICAL GUIDELINES:

- + The glass is decorated by bond direct print (screen printing) and digital print (CMYK + white).
- + In the digital print, the white backing can vary from 0 to 100%.
- + The design to be printed in digital print should, ideally, not overlap with the gold. A spacing of 1,5pt is suggested between gold and CMYK image.
- + To avoid register inaccuracies, the line width should not be less than 0.4 pt (= 0.141 mm).
- + The gold detail should be in a separate layer and must be a vector.
- + The design will receive a transparent coating, this gives the design a haptic effect and also the possibility to have completely colourless but haptic details.

### NON-FEASIBLE EFFECTS:

- + Engravings

## GENERAL INFORMATION:

### TECHNICAL DRAWINGS:

You will find the unwinding for the cocktail glass along with pictures for mapping attached.

### FILE FORMATS:

Please note that, although we can process both pixel based and vector based designs, vector files have a noticeable better quality. Final artwork to be preferably be shared in both:

- + Adobe Illustrator CS
- + Adobe / vector based pdf

### TYPOGRAPHIC SOLUTIONS:

Please note that if typographic elements are created they must have international usage capabilities. Also, please keep in mind that fonts must be converted to paths or be embedded to the files.





# PRINTING AREA GUIDELINES:

- + The dashed line demarks the printing area on the glass, please keep your design within the designated area.
- + RITZENHOFF'S logo position and size is fixed and should not be altered, please take this in consideration when working your design into the template.
- + Final work will be subject technical proofing and RITZENHOFF reserves the right to revise the printing area.

