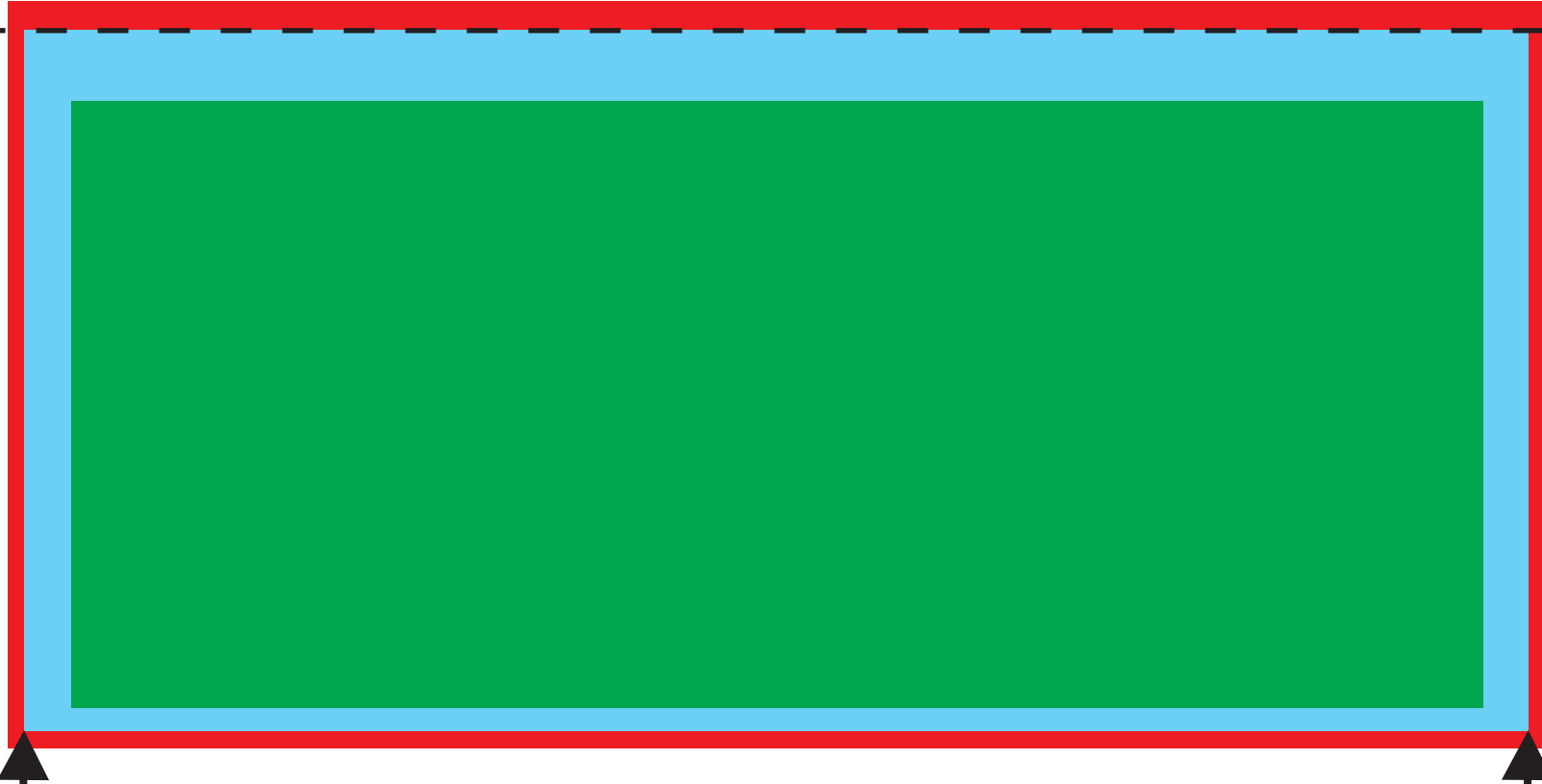
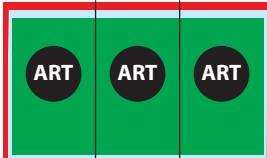
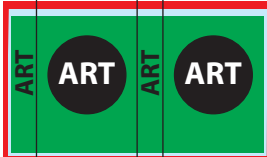
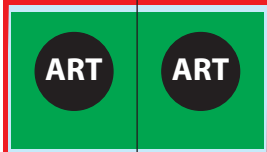


Green area is your live print area, all critical text or images need to be within this box.
Blue area + Green area is the total area that will print and be visible on your cup.
Red area represents required bleed.
Finished art size including bleed should be 8.32" x 4.05"

This is the cup rim line. —
Please keep all live art at least 3/8" below this line.
Any art above the line is not visible because it prints under the rim.



Common art layouts.



Art Tip: For images that wrap around the cup, try to have them line up on the seam here and here.

ART CHECK LIST

LAYOUT

- ▶ 1/8" Bleed
- ▶ Critical elements 3/8" from top & 1/4" from bottom

2 DIGITAL IMAGES

- ▶ CMYK .psd, .tif, .eps or .ai file formats
- ▶ 300ppi/dpi resolution, sized to 100%

3 FONTS

- ▶ Converted to outlines/curves
- ▶ All font files included

4 SOFTWARE

Current or recent Mac or PC versions of the following:

- ▶ InDesign ▶ AdobePDF ▶ Photoshop
- ▶ Illustrator ▶ Freehand ▶ CorelDraw

Word, PowerPoint, and Excel files are not acceptable.

5 MEDIA

- ▶ Email files less than 2Mb to your Sales Counselor
- ▶ CD ▶ DVD

6 COLOR TARGET / OUTPUT SAMPLE

Include a complete, full-sized hard copy of the composite art submitted. It may be color or black & white, but must be printed from the final file(s) you provide. Color targets should be printed using calibrated devices.

- ▶ Calibrated color target
- ▶ Black & White prints for position only

7 COLORS — PROCESS & PMS

All PMS/Spot colors will be converted to 4-Color Process. When referencing a PMS color in a process color print, refer to a Pantone Process Imaging Guide to see how

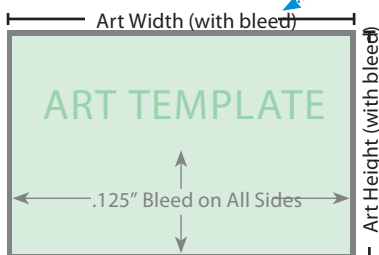
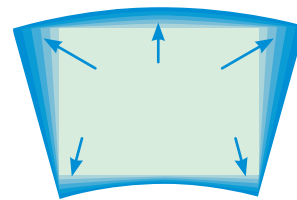
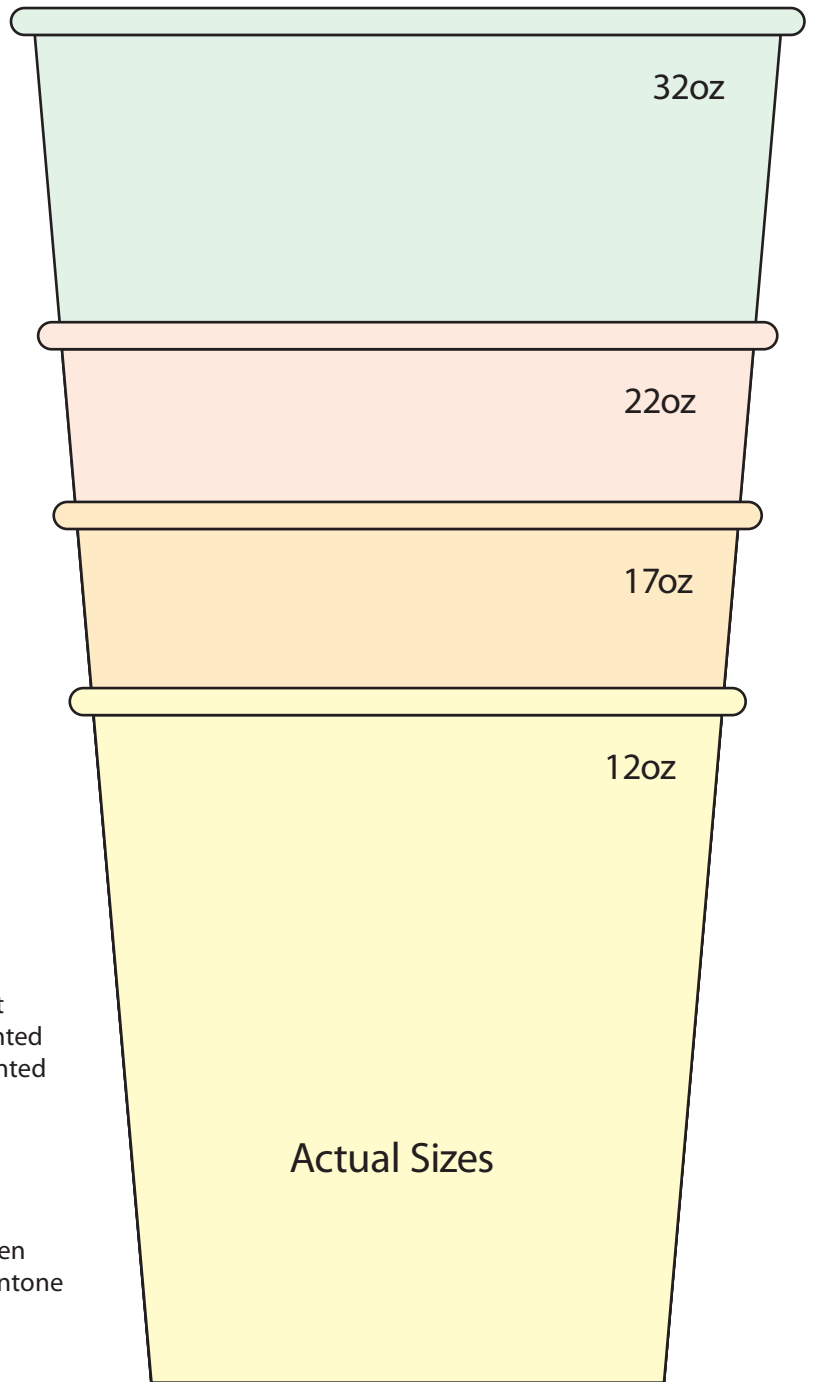
the color translates when converted to CMYK. Most colors change when converted to CMYK.

- ▶ CMYK 4-Color Process



8 DESIGN TIPS

- ▶ Call us for answers to your design questions
- ▶ Design two or three vertical viewing sections
- ▶ Include all files, including fonts and images
- ▶ Convert fonts to outlines/curves
- ▶ Supply a printed copy of the final layout and color samples or color targets



LAYOUT DIMENSIONS

	12oz	17oz	22oz	32oz
Top Outside Diameter	3.56"	3.68"	3.85"	4.13"
Overall Height	3.62"	4.59"	5.52"	7.16"
Bottom Outside Diameter	2.67"	2.67"	2.67"	2.67"
Art Width (w/bleed)	8.30"	8.30"	8.30"	8.30"
Art Height (w/bleed) - White & Paper	8.30"	4.06"	4.93"	6.33"
Art Height (w/bleed) - Clear	3.63"	4.44"	5.24"	6.63"

