




Art Concept Template

Product: 12oz Kraft Double Wall Hot Cup

Printing Method:



<p>Full Bleed</p> 	<p>Background fills such as full color, patterns, and/or images MUST fill the blue area.</p>	<p><u>Horizontal Guides</u></p>	<p>Indicate "straight lines" of cup when manufactured.</p>
<p>Visible Area</p> 	<p>Indicates the visible area of the manufactured cup.</p>	<p><u>Vertical Guides</u></p>	
<p>Essential Area</p> 	<p>Logos and essential art/text MUST stay within this area.</p>	<p><u>Cut Line</u></p>	

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Please Read Carefully Before Designing

Art Setup Rules and Requirements:

1. All solid fill colors, patterns, and/or images intended to cover the available print surface must fill the entire **full bleed area**; this is outlined in blue. Please note that the manufacturer will make adjustments during preproduction to accommodate the print bleed if the supplied artwork does not meet the requirements. If your background artwork is larger than the blue outline, please include the entire image. The art department may require that more image be provided during the official approval process.
2. Logos and other essential art/text must be contained within the **essential area** outlined in green.
4. We recommend logos and text be vector format. Images provided must be high resolution (300dpi) and at least 11" X 6".
5. Embed all linked files/artwork within the Illustrator document. If you are unsure how to do this, simply provide each and every design element file separate from the template.
6. Outline text or supply the art department with the font files (.otf or .ttf)
7. Do not warp artwork or text.

Other Facts To Consider:

1. Our printing process for full-wrap cups is a high-resolution, full color process known as CMYK. PMS codes will be converted to CMYK at no charge. CMYK is very accurate, but there are some colors not as accurate as others such as bright oranges and some teals.
2. Text smaller than 7pt might not be legible. Thickness of lines below 0.5pt might differ from screen appearance.
3. Bands of color running around the cup may not join correctly at the seam due to movement when cup is formed. Please allow for 1mm of movement up and down.
4. If you are viewing this PDF on a computer screen, please be aware the colors you are seeing may not be accurate to the final printed product. Many factors can affect the accuracy including: screen quality, calibration, RGB screen representation. Please also do not print off the PDF on your printer and expect any accuracy in color. There is no way to verify the result due to printer calibration differences.
5. Cracking of the ink around the bottom rim of the cup may occur with full bleed printing.

Please note that this is NOT an official proof. This template is only a guide to display the desired placement of the artwork elements. Each individual element or the artwork must be uploaded separately at the time of order. Any text used may require an uploaded font file.

Ready to place your order?

- 1 Go To: <https://www.yourbrandcafe.com/products/12oz-custom-printed-kraft-insulated-paper-hot-cups/>
- 2 Choose "Upload Artwork"
- 3 Choose either "I will upload files now" or "I will email my artwork after my order is placed"
If you choose "I will upload files now" please upload this art concept template along with the individual art elements as their own files.
- 4 Include any notes such as Pantone colors and/or in-hand dates
- 5 Add to Cart

What to expect after your placed order?

Within 48 business hours after placing your order, you will receive an email with an official proof from the art department. You must approve that proof before your art goes into production. The official proof will display the artwork to the standards needed for production. If you do not receive this email within 48 business hours, please check your spam folder or give us a call at 866-566-0390 (8am-5pm EST). Please note that your order will be put on hold until the art department has approval.

