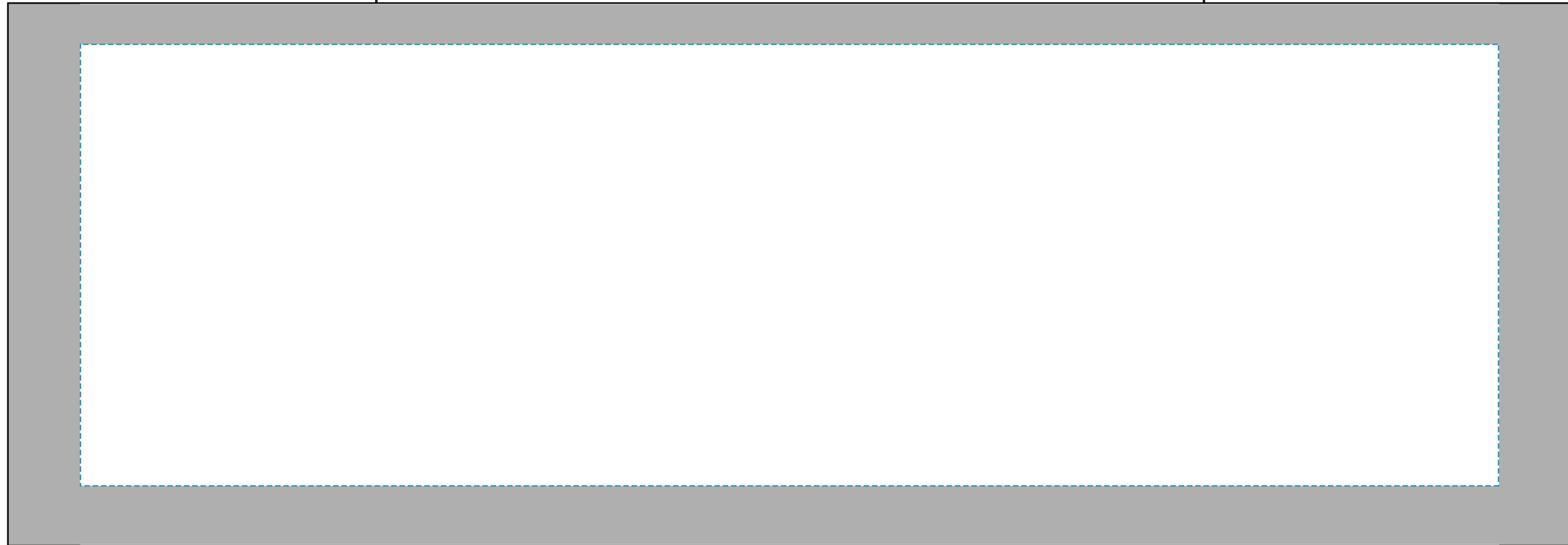


OPTICAL CENTER

OPTICAL CENTER



Art Concept Template

Product: Super Matte Black Mug

Printing Method:



Full Art Area



All art must fall within this boundary.

Optical Center Line



Indicates the center of each side of your product.

Essential Area



Logos and essential art/text MUST stay within this area.

Bleed Area



Art that falls within this area will not appear on your product.

**Continue to Page 2 for Instructions**

# Art Concept Template Super Matte Black Mug XPS8234

**Please Read Carefully Before Designing**

## **Art Setup Rules and Requirements:**

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1. All solid fill colors, patterns, and/or images intended to cover the available print surface must fill the entire **full art area**; this is outlined in black. 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 black 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 blue.
3. We recommend logos and text be vector format. Images provided must be high resolution (300dpi) and at least 11" X 6".
4. 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.
5. Outline text or supply the art department with the font files (.otf or .ttf)
6. Do not warp artwork or text.

## **Other Facts To Consider:**

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1. Our printing process for full-wrap mugs is a high-resolution, full color process known as CMYK. If you would like to use a PMS code, please reference Solid Coated Pantone colors only. 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 mug will not join at the seam in order to leave space for the handle.
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.

**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?**

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- 1 Go To: <https://www.yourbrandcafe.com/products/super-matte-black/>
- 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?**

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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.

