LHD
Optical Center

RHD
Optical Center

your brand cafe YBC ®
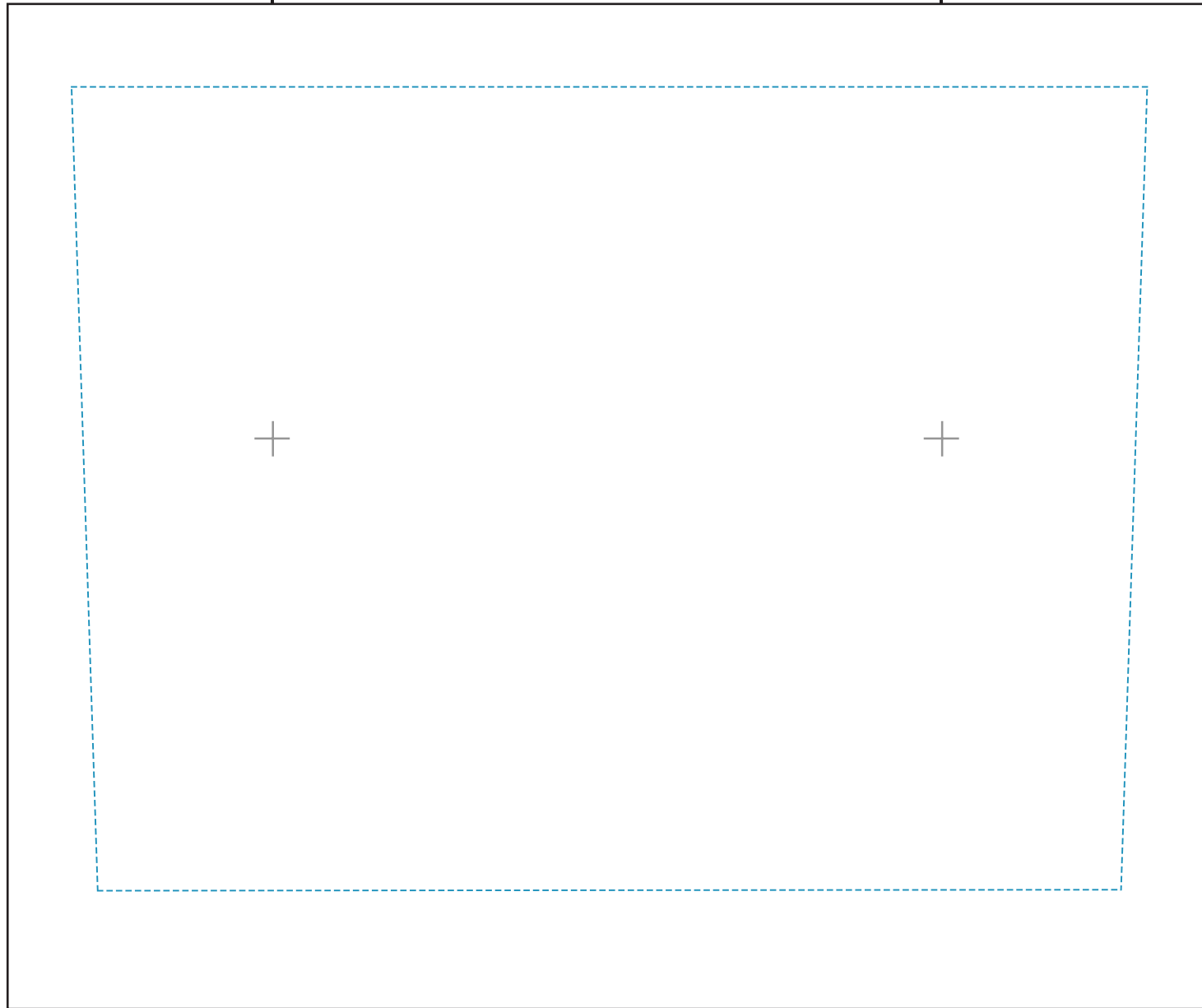
Art Concept Template

Product: 16 oz Custom Latte Mug
P-RD8165

Printing Method:
CMYK

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.

Optical Center Point
Indicates the center point of each side of your product.

1

Art Concept Template
16oz Custom Latte Mug
P-RD8165
Please Read Carefully Before Designing

Art Setup Rules and Requirements:

1. Artwork must be contained within the "Full Art Area", this area is indicated in black.

2. Logos and other essential art/text must be contained within the essential area outlined in blue.

3. This item allows for full color, and full wrap print.

4. We recommend logos and text be supplied in vector format.

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. Do not use text smaller than 8pt, if using a narrow serif font, make text bold to prevent it from closing in when printed.

7. Outline text or supply the art department with the font files (.otf or .ttf)

8. Do not warp artwork or text.

Other Facts To Consider:

1. Not all art works well when reversed. Please keep in mind that if you request your art with the logo as empty space on a color field, small details can be lost when it goes to print. Any changes made to the art is to achieve a better printing quality.

2. Pantone Matching System (PMS) is used for color matching, but all inks are blended by hand so some variances can be expected between batches or orders.

3. The manufacturer is not responsible for obtaining copyrights of the designs involved in printing.

4. Movement to within 1/16 of an inch can be expected.

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. https://www.yourbrandcafe.com/products/cowboy-camp-mug/

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.

your Brand cafe YBC