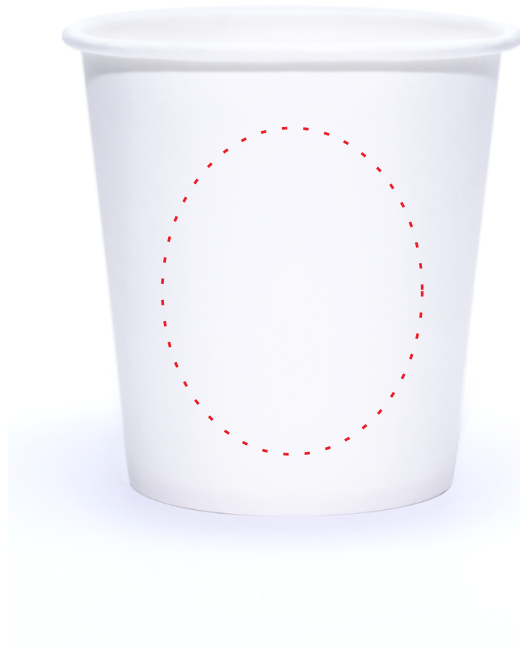**Print Area = 1.35 x 1.7 in**

Art Concept Template
4oz Single Wall Hot Cup

Printing Method: DIRECT Print
Solid Coated Pantone Colors Only

NOTE: Colors here are specified to match Pantone colors, and may appear different on screen or a personal printer. Certain colors will appear lighter once printed on final product.

Please Read Carefully Before Designing
Art Setup Rules and Requirements:
1. Artwork must be contained within the "Print Area", this area is indicated in red.
2. Clear cups allow for 4 colors total with a 3 color max on one side.
3. We recommend logos and text be supplied in vector format.
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:
- 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.
- 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.
- The manufacturer is not responsible for obtaining copyrights of the designs involved in printing.
- Movement to within 1/25 of an inch can be expected.