

# Art Concept Template

## 24oz PET Art Concept Template

Printing Method:

**CMYK - FULL COLOR PRINT**



FRONT

FRONT COLORS



BACK

BACK COLORS



Full Wrap Print Area

Front & Back Print Area

## Please Read Carefully Before Designing

### Art Setup Rules and Requirements:

1. Logos and other essential art/text must be contained within the **essential area** outlined in green. The general spaces considered the **front and back print area** to the cup are outlined in red.
2. We recommend logos and text be vector format. Images provided must be high resolution (300dpi).
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.
7. 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.
8. The manufacturer is not responsible for obtaining copyrights of the designs involved in printing.
9. Movement to within 1/25 of an inch can be expected.

### 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.

**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.**