

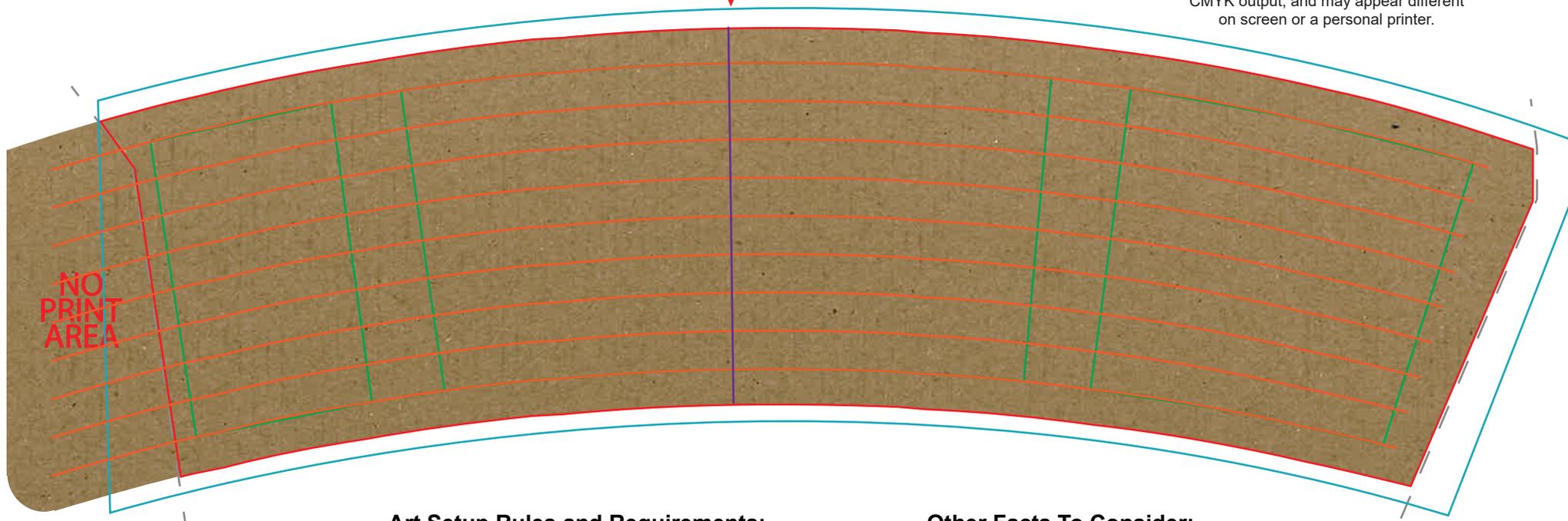
Kraft Corrugated Sleeve

Art Concept Template

Red line defines visible print area of the sleeve when manufactured.



NOTE: Colors here are specified to match CMYK output, and may appear different on screen or a personal printer.



Full Bleed



Background fills such as full color, patterns, and/or images **MUST** fill the blue area.

Visible Area



Indicates the visible area of the manufactured cup.

Essential Area



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

Horizontal Guides

Indicate "straight lines" of cup when manufactured.

Vertical Guides

Seam when manufactured

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 horizontally around the sleeve may not join correctly at the seam due to movement when the sleeve 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 cutline or visible area 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.