



ARTWORK NOTES

- ✓ Adobe **PDF** is our preferred file format.
- ✓ All 4 colour tone designs should be created using the **CMYK** colour mode.
- ✓ All **line** and **solid** designs should be produced as spot colours and PMS colour numbers supplied.
- ✓ **Do not** embed any images – supply all images as linked files.
- ✓ Art should be **warped/curved** to our supplied die line.

CUP SPECIFICATIONS

Please follow the following instructions to ensure artwork will appear on the cup to your satisfaction.

Please place a tick in each box to complete the QA process. ☒

- 1 Curvature Lines**.....☐
Images & text must follow these curvature lines.
This will keep the image parallel to the base & top of the cup when assembled.
Guides do not print or appear on proofs.
- 2 Base of Wrap**.....☐
Image past this line will be under the cup.
- 3 Seal Area**.....☐
There must be no image in this area.
- 4 Bleed Area**.....☐
Background image must extend into this area.
This area will not be seen on the cup once assembled.
- 5 Image Safe Area**.....☐
No vital design components to extend beyond this area.
If the design elements extend past this area they **will not** appear on the cup.