



Blue line defines the Full Bleed Area

Red line defines visible area of the cup when manufactured



Instructions:

1. All solid colors, patterns, and/or images being placed in the background must fill the entire full bleed area; this is outlined in blue. The full bleed area should also include any elements of the artwork that run horizontally and meet at the seam.
2. The red outline indicates the visible area of the cup. Logos and text must be contained within this area.
3. If your background artwork is larger than the blue outline, please include the entire image.
4. We recommend logos and text be vector format. Images provided must be high resolution.
5. Do not warp artwork or text.

Please note that 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. Within two business days after placing your order, you will receive 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.

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 brighter oranges. If you use a bright orange, please contact a team member.
2. Black mixes using all 4 process colors is not recommended. To print black, we recommend K100 only.
3. Text smaller than 7pt might not be legible. Thickness of lines below 0.5pt might differ from screen appearance.
4. 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.
5. 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.



For any questions regarding this template contact approvals@yourbrandcafe.com