greenpacksUSA
Artwork Requirements / Print Guide

Accepted Art Files

Vector artwork is preferred. This is generally in one of the following formats:

.AI file (Adobe Illustrator)

.PDF file (Portable Document Format)

.SVG file (Scalable Vector Graphic)

.EPS file (Encapsulated PostScript)

Raster artwork is acceptable as long as it is no less than 300 DPI at the size it is to print on the cups. Raster artwork is generally not editable and will be placed on the cup as submitted. Common Raster file formats are .tif, .jpg, .bmp, .psd or .png.
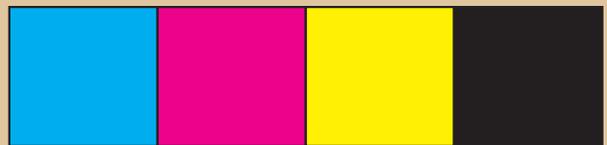
RASTER

Raster images are composed of a grid of pixels. Raster images require higher resolutions to appear smooth. Raster images are best used for photographs.

VECTOR

Vector images consist of points, lines and curves based on mathematical definitions. The edges of vector graphics remain smooth an any size. Fonts, line art and illustrations are typically vector based.

Print Colors

All artwork is to be in CMYK format. Artwork supplied using spot colors will be converted to CMYK format.

Colors may vary up to +/- 5% when printed.

Computer monitors and office printers do not accurately represent colors.

CMYK

Positioning / Alignment

Alignment along the seam can shift up to +/- 2mm and alignment will not be guaranteed on artwork that crosses over the seam. Alignment at the seam is not perfect, we do not design for perfect alignment (e.g. avoid continuous bands that encircle the cups. Cups are printed on a curve so some distortion may occur. Due to alignment variables, straight lines of art/type may appear slightly off center.All supplied artwork is to be provided undistorted of any previous manufacturers templates or distortion requirements.

Templates

Artwork may need to be altered to fit printing needs.

Art is to be set up as follows:

8 oz = 8.9 x 3.23"   (+ 1/4" bleed)

12 oz = 9.4 x 3.9"   (+ 1/4" bleed)

16 oz = 9.75 x 4.9"   (+ 1/4" bleed)

20 oz = 9.65 x 5.7" (+ 1/4" bleed)

All type and essential art should be kept

3/4" from side edges & 1/4" from top & bottom edges (before bleed)

EXAMPLE
8 OZ.

BLEED AREA

NO TYPE IN THIS AREA

BLEED AREA

NO TYPE IN THIS AREA

SAFE PRINT AREA
7.4 X 2.73"

NO TYPE IN THIS AREA

BLEED AREA

NO TYPE IN THIS AREA

BLEED AREA

3.23"

8.9"