



PRINT SPECIFICATIONS

The following specifications should be taken into account when creating artwork for your labels. Artwork that do not meet the below specifications may be altered to make it suitable for the print reproduction process.

FILE FORMAT

- We prefer Adobe Illustrator AI or PDF format.
- Please avoid page layout applications i.e. InDesign, etc.
- Adobe Acrobat PDF format is acceptable ONLY if it is saved in Native format with no compression and “Illustrator Editing Capabilities” ticked on.
- The page size of the file should match the image size. In other words all, proof information should be removed from the document. We only need the image itself. This is referred to as the Art board in Adobe Illustrator.

IMAGES

- Colour and Greyscale images should be supplied 300dpi to 600dpi resolution (higher better).
- Images should be Linked into the master document as well as supplied along with the artwork.
- Acceptable image formats include: PSD, TIF, EPS, BMP & JPG.
- Please keep Working Layers in Photoshop & Tiff images - do not Flatten.

Booklets requirements

- Booklets are to be supplied as single pages not spreads

COLOURS

- Feel free to utilize as many colours & graphics as you like.
- Our inks are CMYK Process colours. Please specify correct colours.
- Fluoro and Metallic colours will be substituted for mock variations.
- To achieve consistency of colour reproduction please supply industry standard colour proofs or any related print material.

TEXT

- Please convert Text to Outlines/Paths or supply the font in TrueType/OpenType format (TTF/OTF) only.
- Please ensure Trademark symbols (®, ©, ™) are visible.

Bleed Requirements

- A Minimum of 3mm bleed is required for any colour which prints to the edge of the die line/trim edge

SILVER OR CLEAR LABELS

- Use layer for the white.
- Over print the white.

DIE CUT

Artwork within this area will be seen on the finished cup.

BLEED

Please contain or mask artwork within this area.

TEXT CLEAR AREA

Keep text and logos away from this area. All other artwork is acceptable.

LABEL EXAMPLE LAYOUT

100mm x 100mm +3mm Bleed



Scale: 1:1

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