

# ICE CREAM

Artwork setup to this template will be warped to the master cup template. A digital proof with mockups will be provided for approval.

## **DIELINE**

Inside this line is the visible surface area of the cup. Artwork may move +/- 2mm in relation to the dieline.

## **BLEED**

Please contain or mask artwork within this area.

## **TEXT CLEAR AREA**

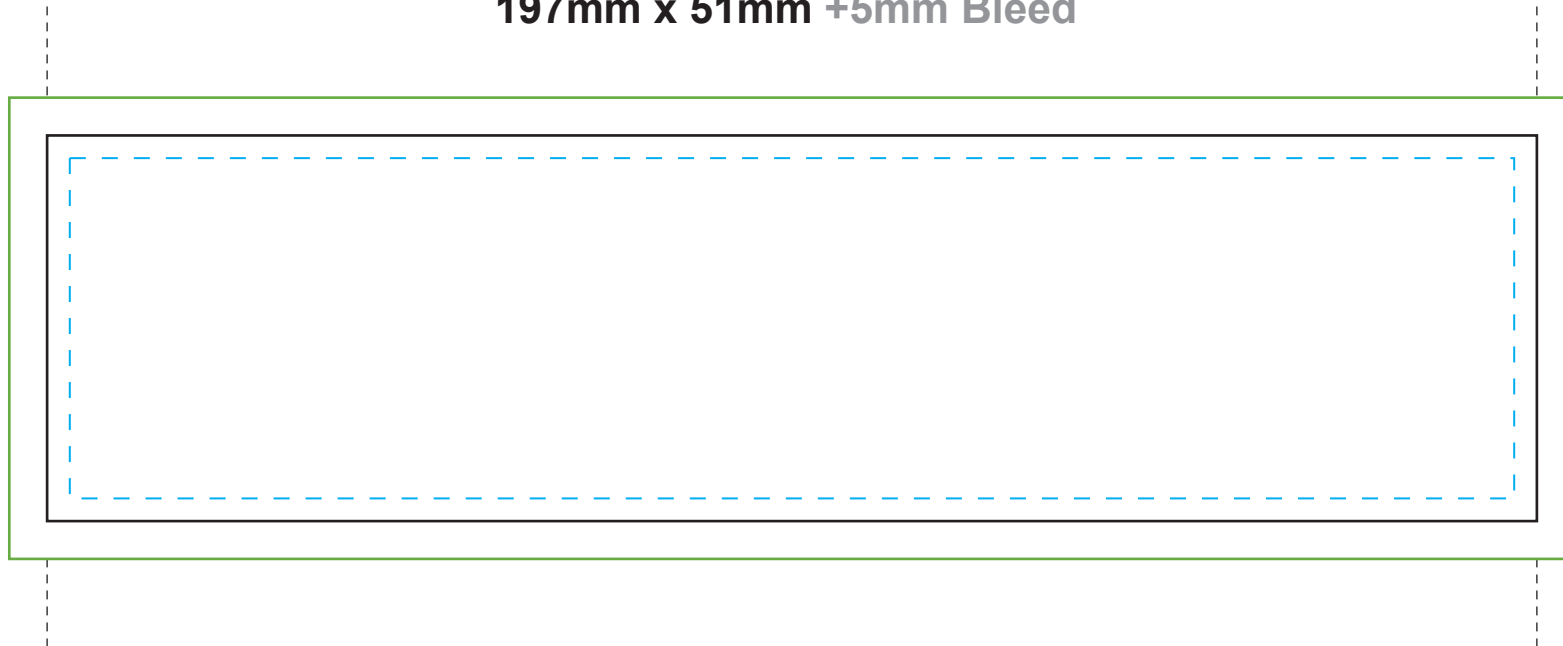
Keep text and logos away from this area. All other artwork is acceptable.

## **JOIN**

Artwork in this area meet up to create a join.

## 3oz IC

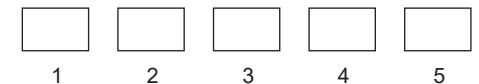
197mm x 51mm +5mm Bleed



## **COATED COLOURS ONLY**

If applying PMS colours, please use Coated swatches only. *E.g. PMS 485 C*

## **COLOURS**



1

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# PAPER CUP ARTWORK SPECIFICATIONS

The following specifications should be taken into account when preparing artwork. Artwork that does not meet below specifications may be altered to be made suitable for print.

## FILE FORMAT

- Adobe Illustrator (preferred file format) - must be backsaved to version CS6.
- Adobe Acrobat PDF (optional file format) saved in Native format with no compression and “Illustrator Editing Capabilities” ticked on.
- If using InDesign, supply files exported to EPS and high-res PDF formats.
- Document colour mode must be CMYK.

## IMAGES

- Colour and Greyscale images should be supplied 400dpi to 600dpi resolution (higher better).
- Images should be Linked into the master document as well as supplied separately along with the artwork.
- Supported image formats include PSD, TIF, & JPG.
- Keep Working Layers in PSD files, do not Flatten.
- Rasta images and/or percentages (screens) are printed at:
  - 133dpi (1-2 colour artwork)
  - 300dpi (CMYK)

## TEXT FORMAT, SIZE AND WEIGHT

- Convert Text to Outlines or supply the font in TTF or OTF only.
- Artwork featuring large bodies of text (specifically used in food packaging products), *i.e. Nutritional Info, Ingredients, etc.*, must have fonts supplied with the artwork.
- There is no minimum Text size. However, in 1-2 PMS colour artwork, text that is reversed out of a 100% colour background in must be appropriately weighted to avoid filling in print. No part of the Type structure (excluding serifs) should fall under:
  - 0.2mm for Semi-gloss material
  - 0.3mm for Matt or Kraft material

## COLOURS

- The maximum number of print colours is 5.
- The minimum order quantity applies to the amount of colours used; *e.g. 12oz DW: 1-2 colours = 15,000, 3-4 colours = 30,000.*
- Use Pantone Coated/Uncoated for 1-2 colour artwork, *e.g. 485 C and Black.*
- Use CMYK for full colour artwork.
- Use CMYK + PMS for special artwork.
- Use PMS (100% colour) where large flat areas of colour appear in the artwork.
- Black (K) is printed as “Rich Black” (1-2 colour print only)
- To achieve a “Rich Black” through CMYK, use C30, M25, Y25, K100 (large objects only - not recommended for fine text).
- Pantone Metallics may be substituted with water-based ink featuring partial metallic qualities.
- Pantone Pastels are not supported. Pastels must be replaced with a percentage of Pantone Solid Coated/Uncoated between range of 20-40% colour.

## LINE THICKNESS

- Minimum Stroke and Text Weight thicknesses (1-2 colour artwork only):
  - 0.35pt (0.125mm) when made from a 100% solid colour (Semi-gloss & Matt)
  - 0.57pt (0.2mm) when reversed out of 100% solid colour (Semi-gloss only)
  - 0.85pt (0.3mm) when reversed out of 100% solid colour (Matt only)
- Where possible, do not Outline Paths.

## MINIMUM DOT, TRAP, OVERPRINT & SCREENS

- The minimum dot is 3%. Colour percentages between 0%-2.99% may not be reproducible (1-2 colour artwork).
- Traps of 0.1–0.32mm are applied colours meet.
- Linework or Text with weights below 0.32mm may be overprinted. *E.g. Artwork featuring fine Black text will overprint a Yellow coloured Background.*
- Accuracy of percentages (screens) may be not be guaranteed.