

ARTWORK & PRINTING GUIDELINES

Dry Offset Printing on plastic is a unique and specialized printing process. Please be sure to carefully review the artwork specifications before any artwork is created. Do not hesitate to contact our Graphics Department toll free @ 1-800-999-5518 x254 for any other questions or concerns.

SOFTWARE PREFERENCES

LINE ART

Please supply all digital line art, in a vector based application such as Adobe Illustrator® (Creative Suite CS3 or older). We accept the following file types: .ai, .pdf & .eps.

PROCESS ART

Please supply all digital process/raster artwork as layered Photoshop® files. We strongly recommend that the designer/artist contact the Churchill Graphics Department to review the printing limitations prior to creating the original artwork.

FILE PREPARATION

COLORS

- Use Pantone® Colors, not CMYK!
- Do not use combinations of spot colors to create additional colors.
- Screens and Gradients of single spot colors may be used. Dot gain allows for no less than a 30% screen.
- Colors will not match Pantone® on substrates other than white. Line art typically reproduces better than process art on a colored substrate.
- No overprinting or trapping.

TYPE

- Minimum Type Size is 6 point positive type and 12 point reverse type... The bigger the better.
- Legal lines should always be placed vertically on the left edge of the live print template.
- Center the type between the top and bottom of the print area.

PRINT GAP

- A minimum gap of up to .375" is recommended to avoid color overlap. All artwork will be prepared with a gap.

PRINT TEMPLATES

- When preparing artwork, do not curve the template, the curving of the artwork will happen on press.
- Templates may be obtained from the Churchill website or the Graphics Dept.

TAPER

- Due to the tapered substrate of containers, a subtle blur at the top and bottom of the imprint area may occur. A print friendly design would keep small logos and details toward the center of the Imprint Area.



MEDIA PREFERENCES

- E-mail artwork to ecorbin@churchillcontainer.com. Artwork that is too large to e-mail (over 12MB) should be burnt to a CD or DVD and mailed to Churchill Container to the address below.