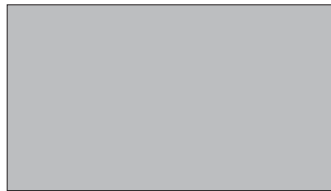# IML ART SPECIFICATIONS

Label printing is a forgiving process but there are some rules. Please be sure to carefully review these specifications before any artwork is created. Templates can be obtained from our website www.churchillcontainer.com or from our graphics department at graphics@churchillcontainer.com. Please feel free to contact us with questions.
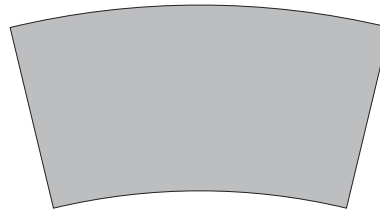
CURVING ART

We can accept a rectangular file or a curved file. However, if the artwork is rectangular please provide a fully layered editable version so we can counter-distort elements before curving.
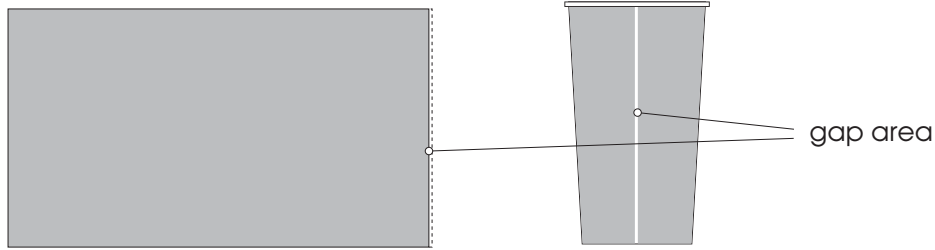
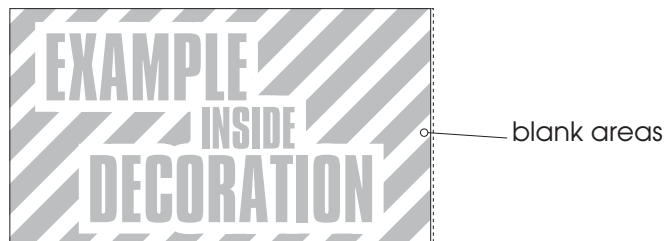rectangular   curved

LABEL GAP

There is sometimes a tiny gap where the left and right edges of the label meet on the cup to prevent material from overlapping. This gap is usually between 0 and 0.0625 inches.

gap area

INSIDE PRINTS

When designing artwork to print on the inside of the cup it's important to leave some areas blank (especially near the edges of the die cut) so it can properly fuze to the plastic of the cup.

EXAMPLE
INSIDE
DECORATION

blank areas

IML ART SPECIFICATIONS

FILE TYPES

Please supply all files as fully editable and layered PSD, AI, PDF, or EPS files, with a minimum resolution of 300 dpi. If the artwork contains a combination of vector and raster elements please provide the linked files for the raster elements separately so that color profile adjustments can be made if necessary.

TYPOGRAPHY

Please include any fonts used or turn all typography to outlines.

3 point minimum positive type size.

example of positive type

4 point minimum reverse type size.

example of reverse type

WHITE UNDERLAY

If the artwork is being printed on a clear label please indicate the location of the white underlay (if desired) on a separate layer using PMS 100U. Also note that clear labels on dark colored cups will have more muted colors and highlights than on white or clear cups.

BLEED

Please include a 0.125" bleed and keep all important elements at least 0.125" away from the trim line.

0.125" bleed

0.125" safe zone

COLORS

Prepare artwork as CMYK. Please note that digital proofs are NOT for color approval. If necessary a color accurate paper proof is available upon request.