

Lenticular Art Specifications

Lenticular design and printing is a highly specialized process. 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 (graphics@churchillcontainer.com). Please feel free to contact us with questions.

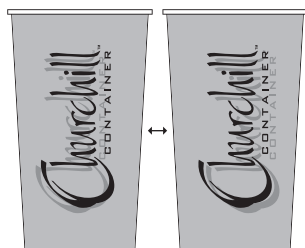
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ARTWORK LEAD TIMES

Converting 2D art to 3D art takes at least 3 business days. The 2D designs must be 100% approved before the 2D to 3D conversion can begin. No changes are small, any revision will restart the 3 day process.

EFFECTS

Any combination of the effects below is possible. When submitting artwork please name the layers with the desired effect(s).



3D

Depth is shown between all elements. Object sizes do not change.



FLIP

Animation that changes between Image 1 and Image 2.

Flips work best when one object replaces another.

Flipping objects should be kept to a maximum width of 3 inches.



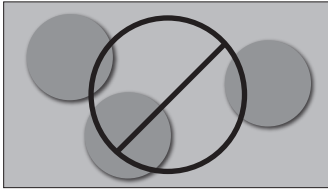
ZOOM

Animation of an object that gets progressively larger in each frame.

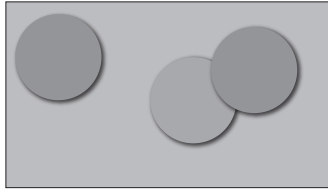
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DEPTH

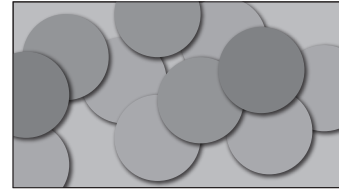
Add depth into your design by adding overlapping elements. The more elements that appear in the image, the more depth information there is for the viewer. Depth is only relative between objects so make sure there are enough elements to compare.



not ideal



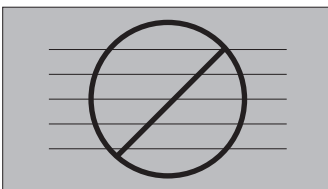
better



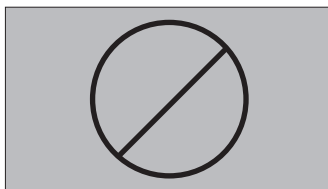
best

BACKGROUNDS

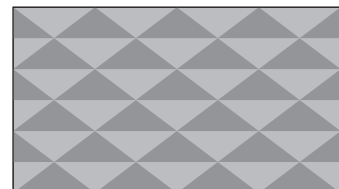
Avoid very thin lines as they tend to break up and look pixelated underneath the lenticular lens. Do not use solid colored backgrounds. Incorporate textures and patterns into backgrounds and graphic elements.



no thin lines



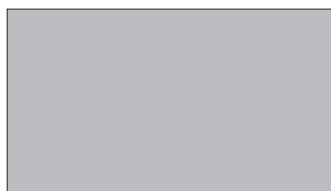
no solid backgrounds



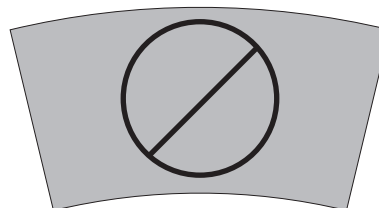
yes patterns/textures

CURVING ART

Do not curve the artwork. Design to the rectangular template and provide a fully layered editable photoshop file or we will not be able to apply the lenticular effects.



rectangular

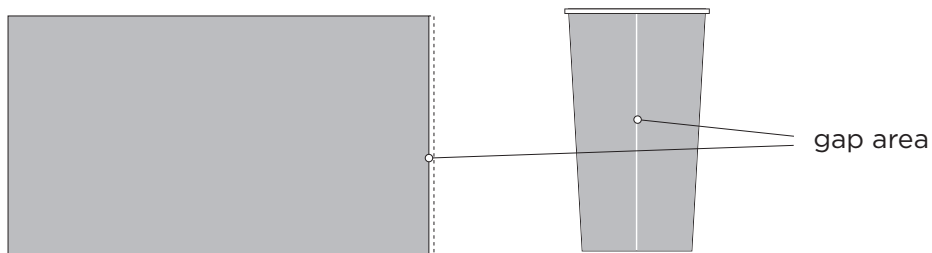


curved

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LABEL GAP

There is a small gap where the left and right edges of the label meet on the cup to prevent material from overlapping. This gap is usually between 0.025 and 0.0625 inches.



TYPOGRAPHY

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

12 point minimum type size.

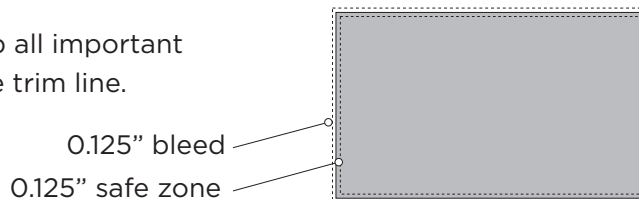
example of 12 point type

Use sans serif fonts for small type.

EXAMPLES of **sans** **SERIF** fonts

BLEED

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



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FILE TYPES

Please supply all artwork in fully editable and layered PSD files, with a minimum resolution of 300 dpi. Large files can be zipped or stuffed and uploaded to our website (2GB Max).

COLORS

RGB is required for lenticular production. Please note that digital proofs are NOT for color approval. If necessary a color accurate physical proof is available upon request.

LENTICULAR PROOFS

An animated, electronic proof must be approved before proceeding. A printed, physical proof is also available upon request. It can only be viewed flat, it will not work wrapped around a cup.