Dry offset printing on round plastic cups is a unique and 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 by contacting our graphics department at graphics@churchillcontainer.com. Please feel free to contact us with questions.
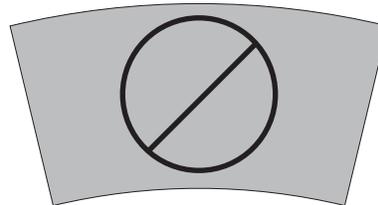
CURVING ART

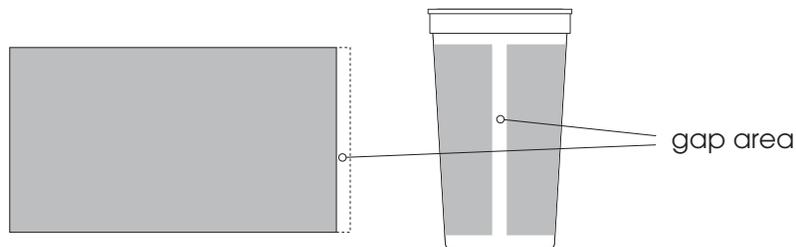Do not curve the artwork. Curved files are unprintable.

correct   incorrect

PRINT GAP

There is an approximately 0.375 inch gap between the left and right edges of the print to prevent ink overlapping.

gap area

SLUR

The closer to the middle of the print area the clearer the print. The top and bottom of a tapered vessel tend to slur somewhat, making fine details appear slightly blurry when printed at speed. Slur does not apply to labeled products.
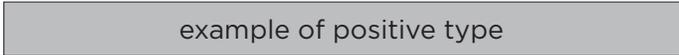
slur zone
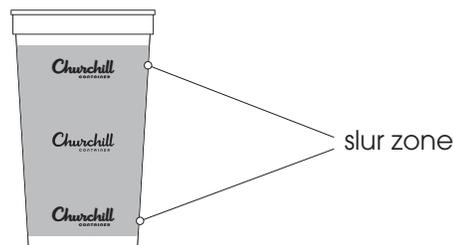
FILE TYPES

Please supply all files as editable vector AI, PDF, or EPS files.
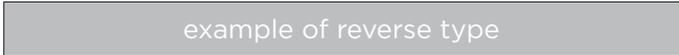
TYPOGRAPHY

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

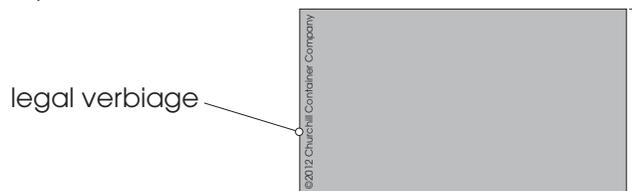6 point minimum positive type size.

example of positive type

12 point minimum reverse type size.

example of reverse type

Tiny legal verbiage prints best using a dark color on a blank background placed vertically on the left edge of the print area.

legal verbiage ——○

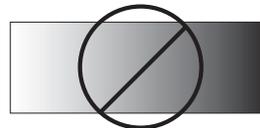©2012 Churchill Container Company

COLORS

Use Pantone® Solid Coated colors, not CMYK. Do not mix spot colors to create additional colors. Please note that digital proofs are not for color approval. RGB displays will not match actual inks.

Screens and gradients of single spot colors may be used but must have a minimum screen of 30%.
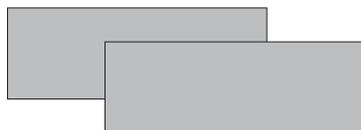
correct

incorrect

Do not use any color overprints, transparencies, or raster effects for line art prints.

correct

incorrect

FILE TYPES

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

TYPOGRAPHY

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

6 point minimum positive type size.

example of positive type

12 point minimum reverse type size.

example of reverse type

Tiny legal verbiage prints best using a dark color on a blank background placed vertically on the left edge of the print area.

legal verbiage

©2012 Churchill Container Company
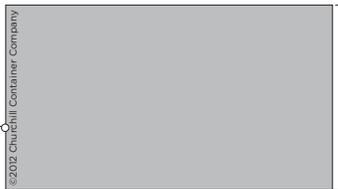
COLORS

Prepare artwork as CMYK, if particular spot colors are required please call them out as well. Please note that digital proofs are not for color approval. RGB displays will not match actual inks. If necessary a color accurate paper proof is availabe upon request.