Digital 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.

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.

6 point minimum positive type size.

8 point minimum reverse type size.

example of positive type

example of reverse type

WHITE UNDERLAY

Please indicate the location of the white underlay (if desired) on a separate layer using PMS 100U. Also note that prints on dark colored containers will have more muted colors and highlights than on clear cups.

COLORS

Prepare artwork as CMYK. Please note that digital proofs are NOT for color approval.