

# HOW TO PREPARE YOUR ARTWORK FOR PRINT



# KEY STEPS IN PREPARING YOUR ARTWORK FOR PRINT

- 1 File Format**  
Which Should You Use?
- 2 Image Resolution**  
The Difference Between Raster and Vector Art.
- 3 CMYK / Spot Colors**  
Using Your Company's Pantone Colors.
- 4 Print Templates**  
Checking Die Lines, Bleeds, and Expanding Fonts.
- 5 Sending Your File**  
Whether To Use Email or Dropbox.



# THE 3 FILE TYPES WE RECOMMEND:

1

**PDF**

(Portable Document Format)

2

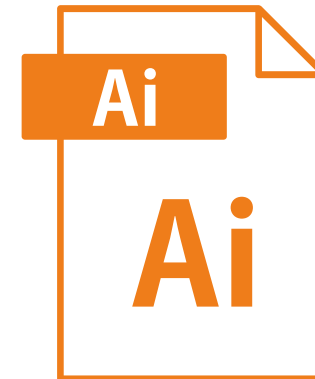
**EPS**

(Encapsulated PostScript)

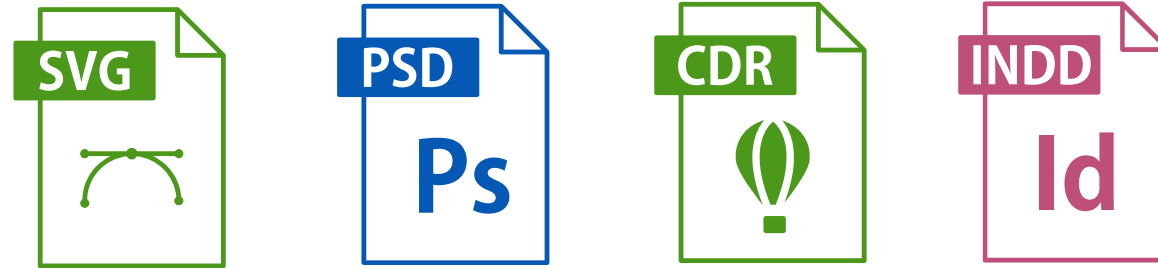
3

**Ai**

(Adobe Illustrator)



## Alternative Print Formats



## Web-Based Formats



**DO NOT USE MICROSOFT OFFICE!**

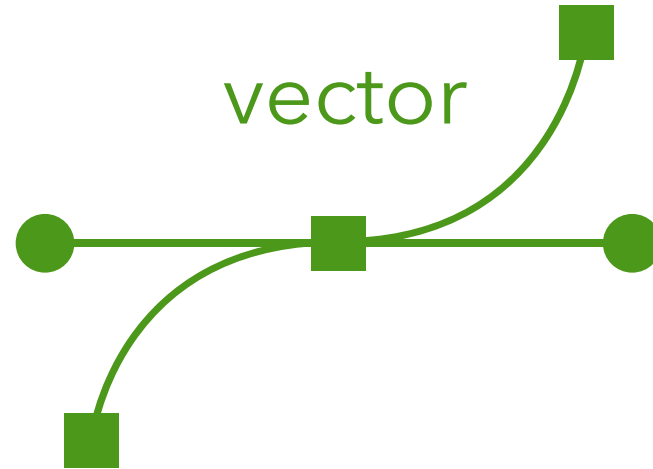


# Image Resolution: The Difference Between Raster and Vector



raster

VS



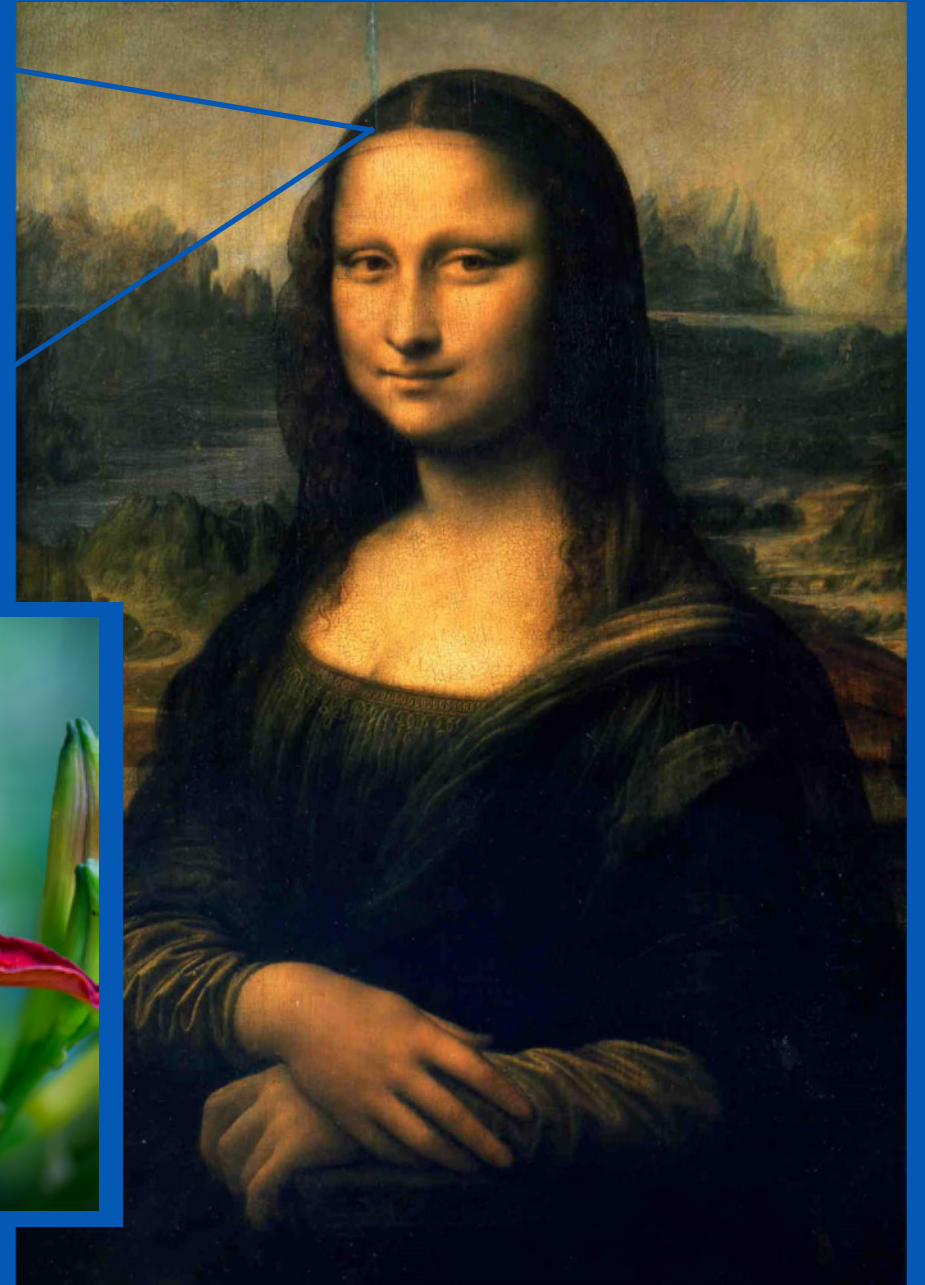
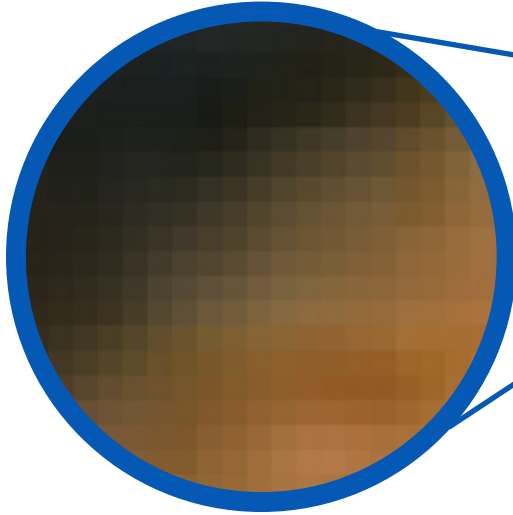
# RASTER ARTWORK

Raster artwork is built from pixels.

Primarily Used For:

**Photography**  
**Web-Based Graphics**

The Industry-Standard Resolution for Printing is **300** dpi (dots per inch).





# VECTOR ARTWORK

Vector art uses mathematical equations, lines, and curves with fixed points on a grid to produce an image.

Primarily Used For:

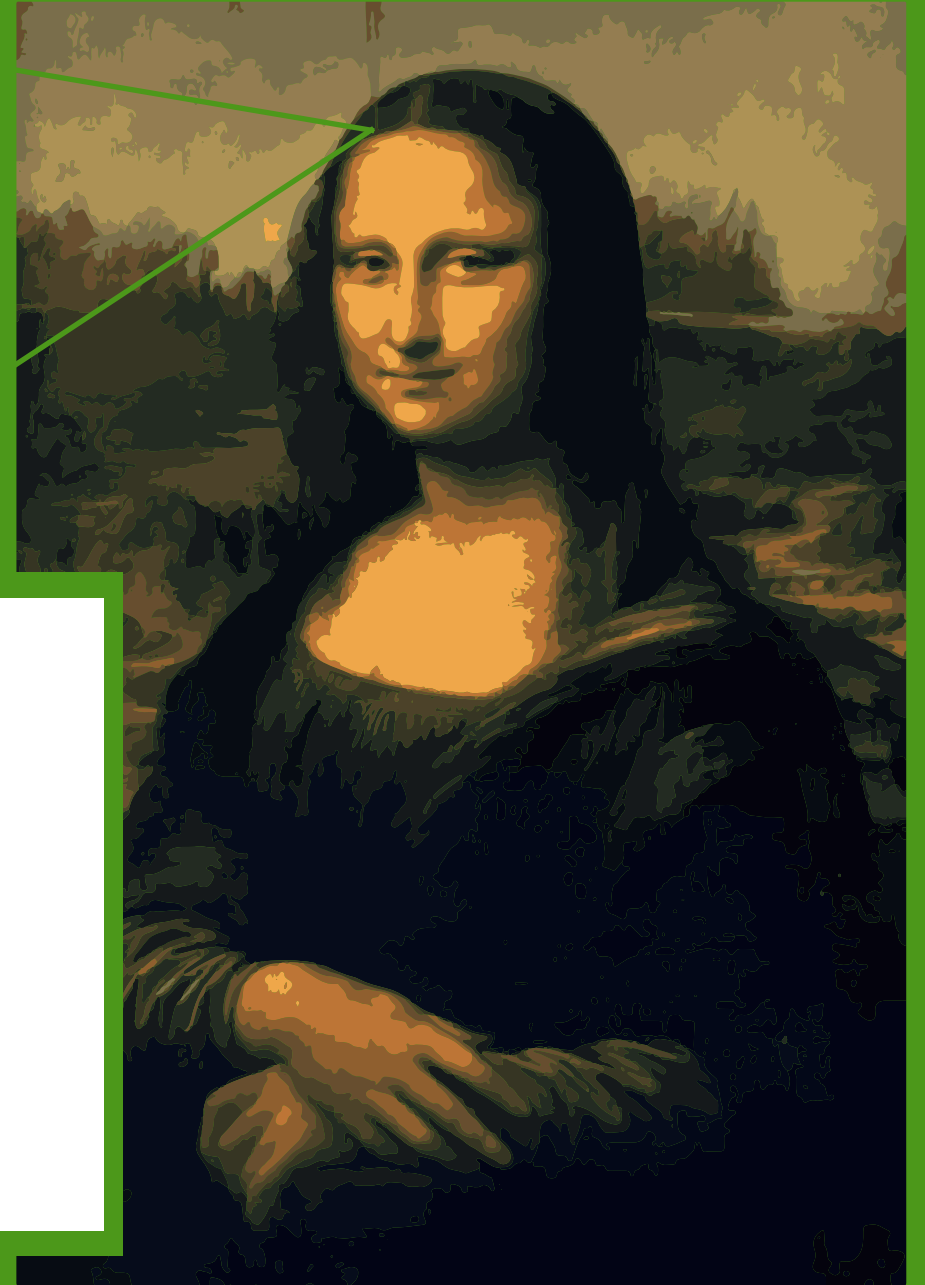
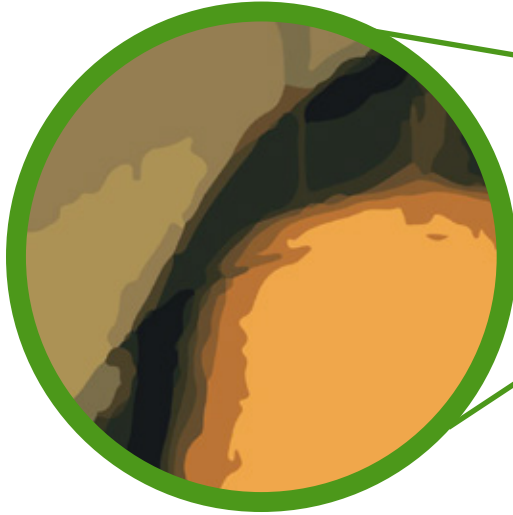
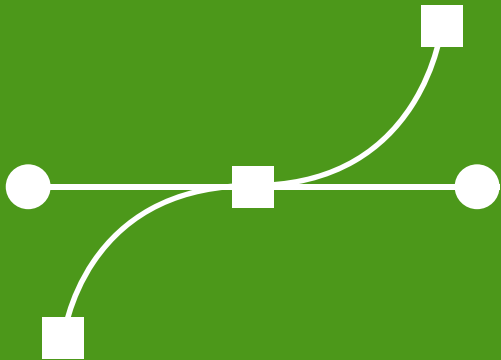
**Logos**

**Fonts / Text**

**Digital Illustrations**

**Complex Graphics**

Vector artwork does not lose its quality when rescaled.

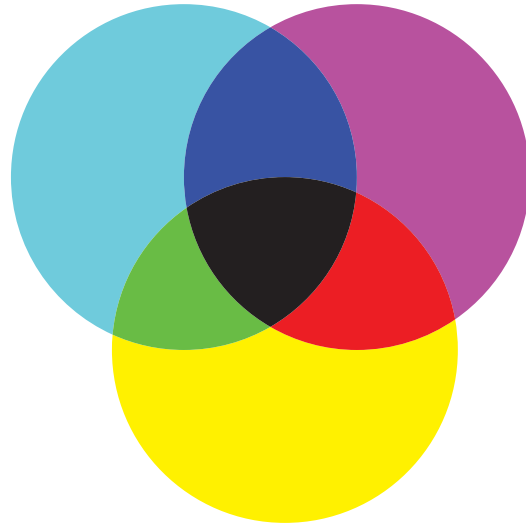


FLOWER SHOP

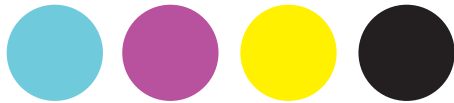
# CMYK / Spot Colors: The Difference Between CMYK & RGB

## Print Publishing

Brochures  
Flyers  
Business Cards  
Signs



CMYK



RGB



## Digital Publishing

Websites  
Computer Screens  
Tablet Screens  
Smartphone Screens

# WHAT IS PANTONE?

The **Pantone Matching System (PMS)** is the color standardization system that assists in color matching and identification.

Comprised by 1,867 solid colors that are assigned a three or four digit identification number followed by a letter.

## SPOT VS PROCESS COLORS

**Spot Colors** are solid colors created using a specific premixed ink, usually based on Pantone Matching System (PMS) colors.

**Process Colors** use four ink colors – cyan, magenta, yellow, and black – that blend together to create the full color spectrum. However there are some limitations to what process colors can make.



# Print Templates: Checking Die Lines, Bleeds, and Expanding Fonts

## DIE LINE (OR CUT LINE)

Where the material is cut out that forms the border of the printed product.

## BLEED LINE

Provides a safety zone for cutting process. The industry standard bleed is 1/8" all around.

## EXPANDING FONTS

Expanding your fonts into outlines before sending to production.

**LET'S  
DANCE**

NOT CONVERTED  
IN OUTLINE VIEW

**LET'S  
DANCE**

CONVERTED IN OUTLINE VIEW  
(cmd + Y on MAC)  
(ctrl + Y on PC)



## FONT SAFETY LINE

Make sure text is 1/8" from the cut line.

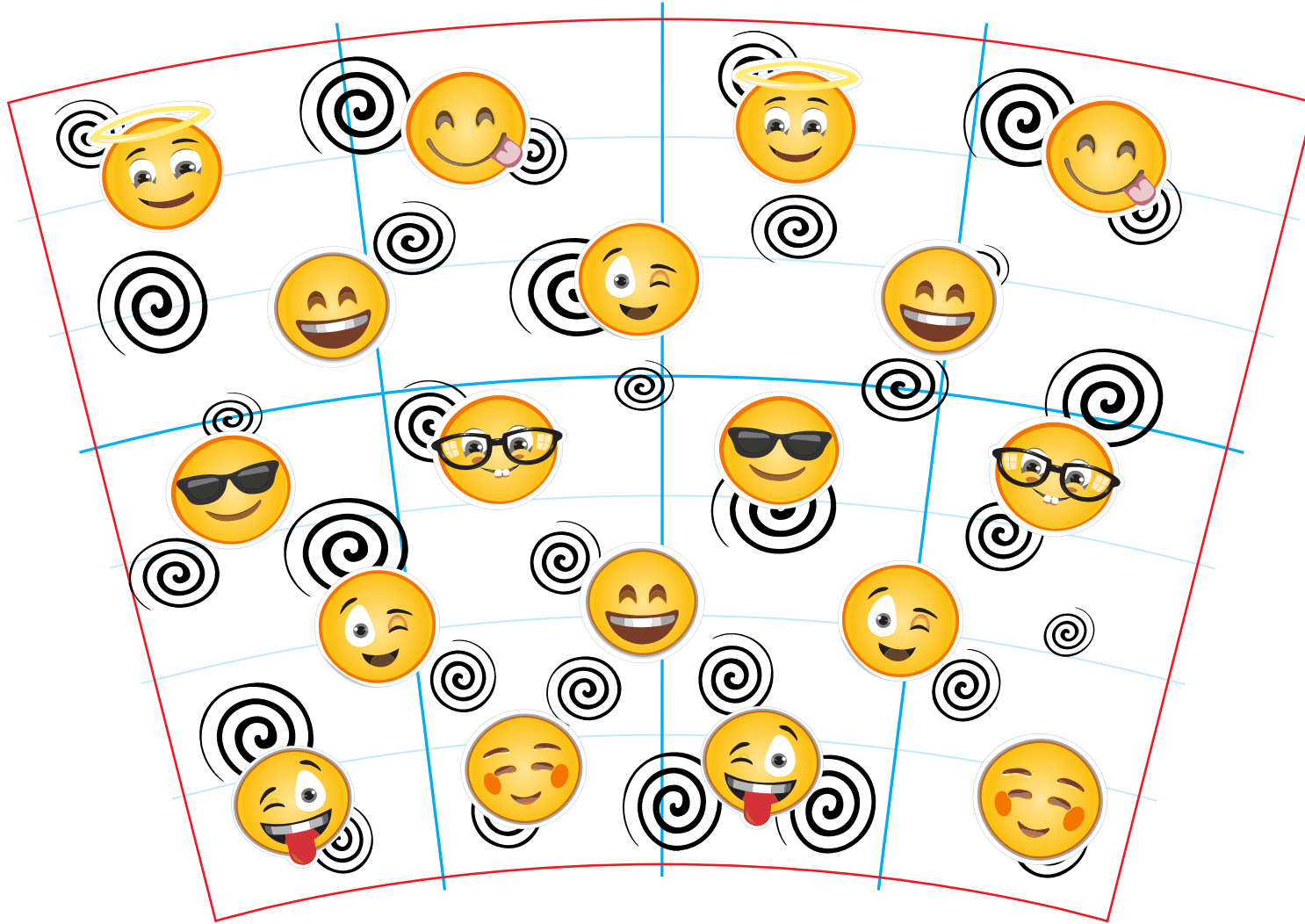
## CUT LINE

The actual cut line.

## BLEED LINE

Extend any backgrounds 1/8" beyond the cut line.

# Setting Up Artwork For Tumbler Wraps

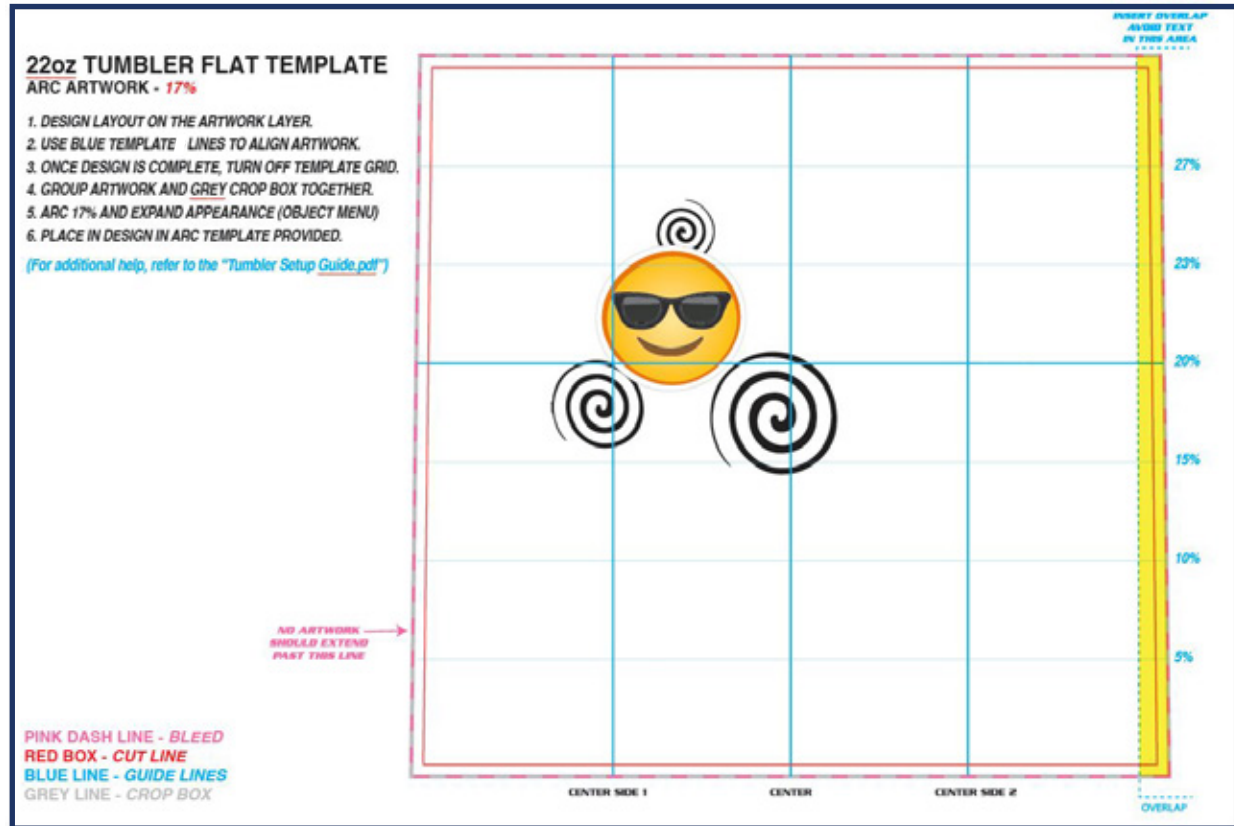
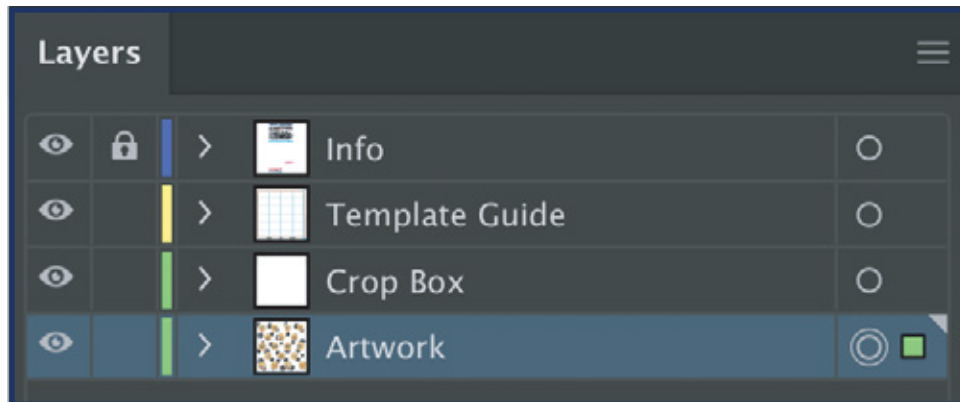


# Tumbler Wraps: Using The Flat Template

1. Open the Flat Guide file that fits the tumbler size you want to work with in Adobe Illustrator.  
(ex. 22ozFLAT\_Template.ai - 22oz. Tumbler)

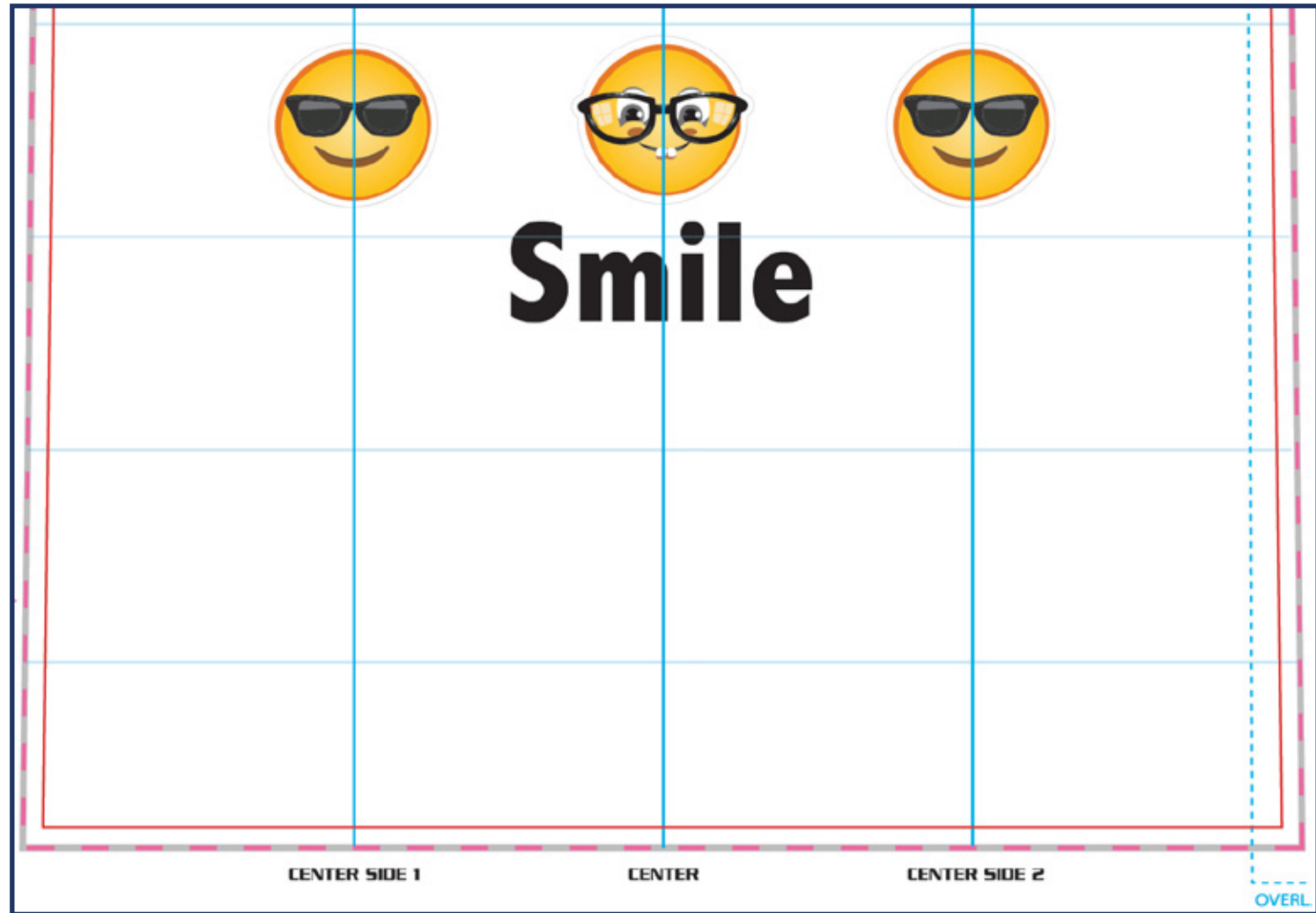
Name	Size
22ozARC_Template.ai	124 KB
22ozFLAT_Template.ai	246 KB

2. Design your artwork layout on the “Artwork Layer.”  
(We recommend using vector. If Raster image, make sure it's 300dpi)



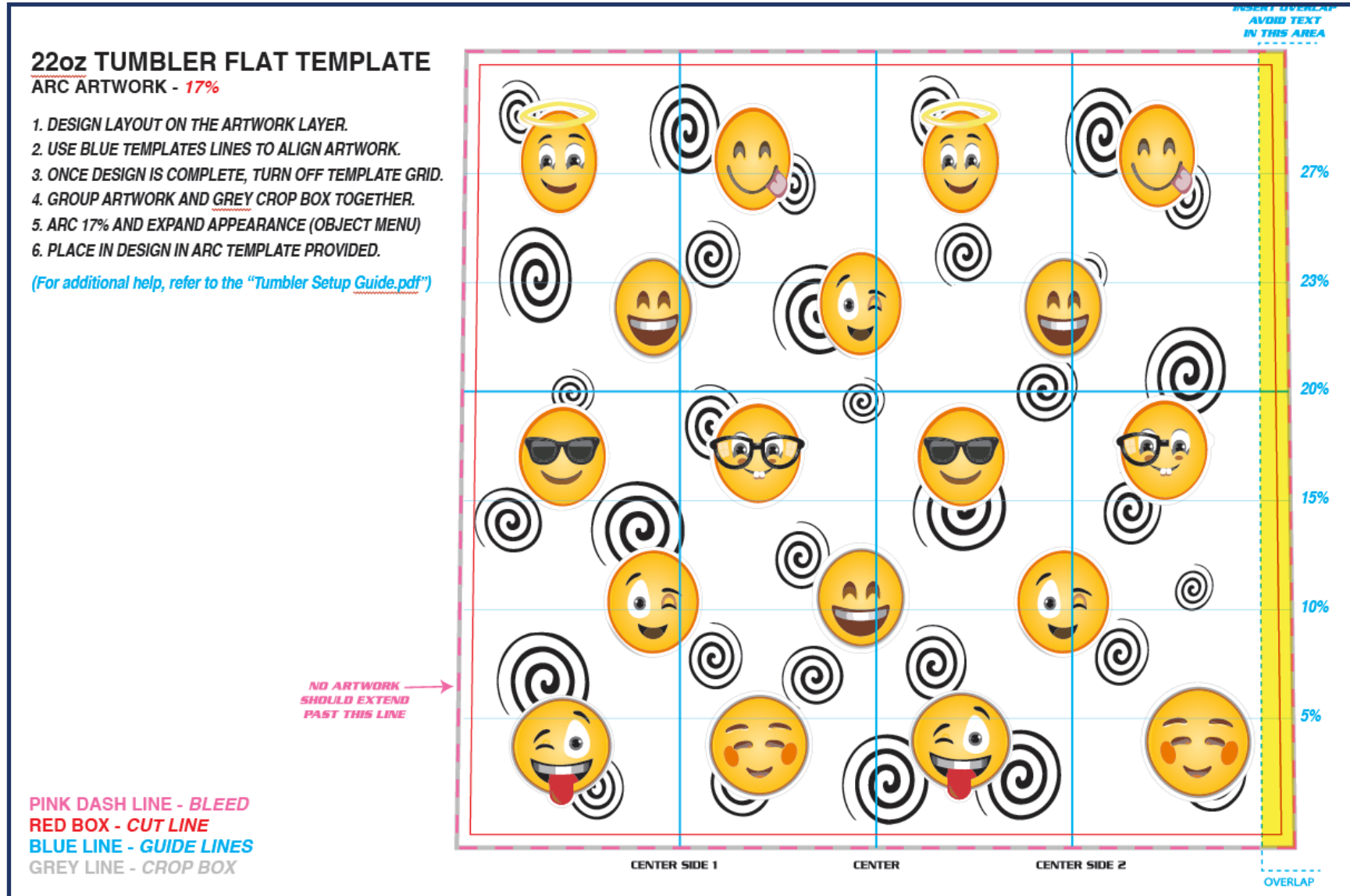
**3.** Use the blue template lines to align your artwork.

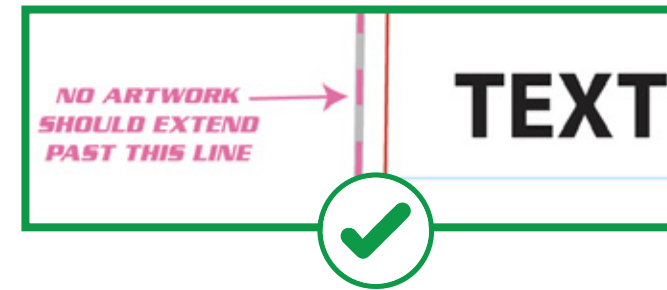
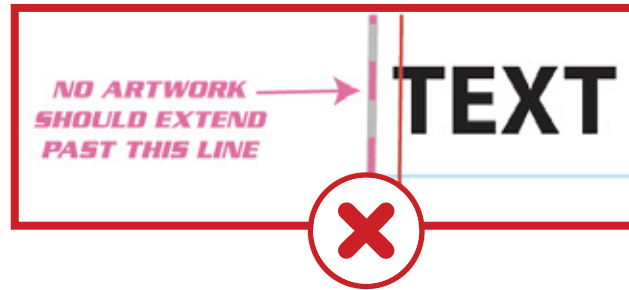
(If you're doing a two sided design, make sure you align the artwork on the left and right center blue lines.)



#### 4. Use the blue template lines to align your artwork.

(If you're doing a two sided design, make sure you align the artwork on the left and right center blue lines.)





## 1. Make sure no text is outside or near the cutline.

(Text or art outside the cutline will get cut off)

**Before Arc**



**After Arc**



**Before Arc**



**After Arc**



## 2. Watch out for distortion.

(Artwork that is high up on the tumbler will stretch from the distortion after arcing.  
Squeeze in your artwork vertically so it doesn't look stretched after arcing.)

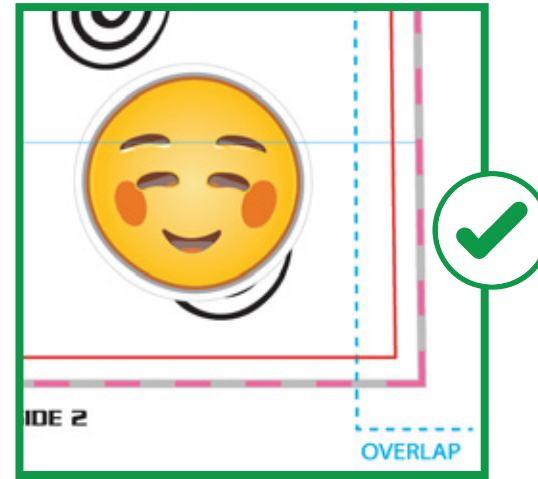
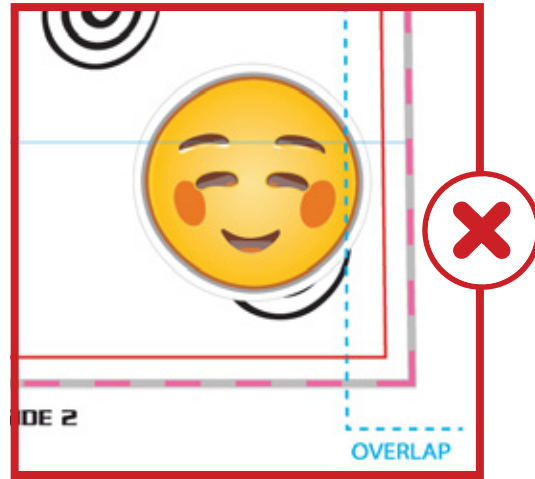


### **3. Check your bleeds.**

(If your artwork has a full background, make sure that it goes out to the edge of the pink dash bleed line but not beyond it.)

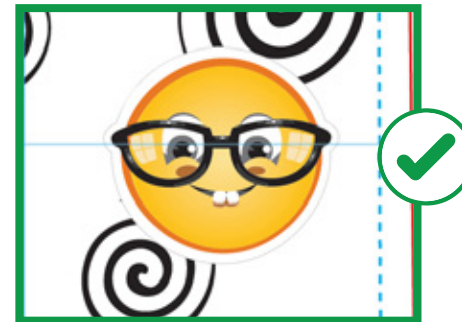
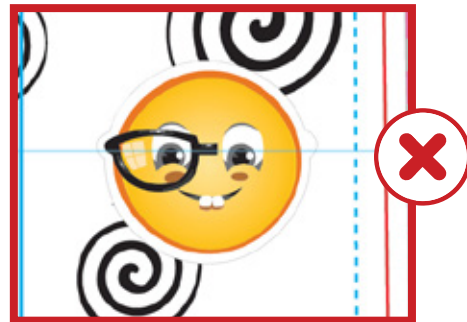
### **4. Check your spelling.**

(If your artwork has text in it, make sure there are no spelling or grammar mistakes.)



## 5. Check your overlap.

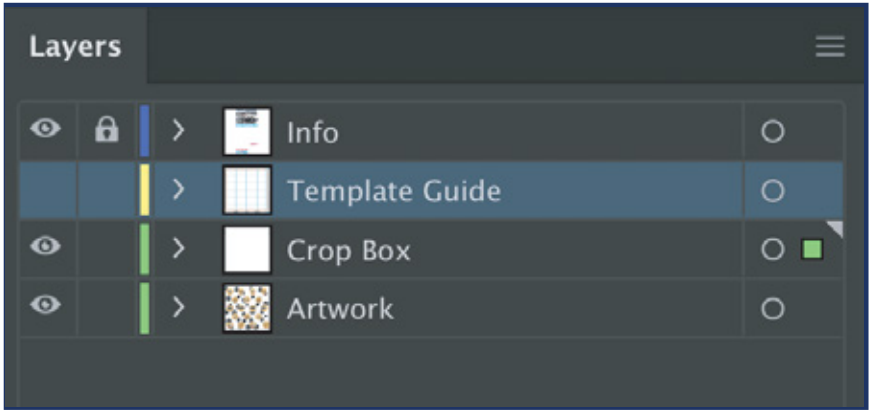
(If artwork is past the overlap line, it might get covered when the wrap is put into the tumbler)



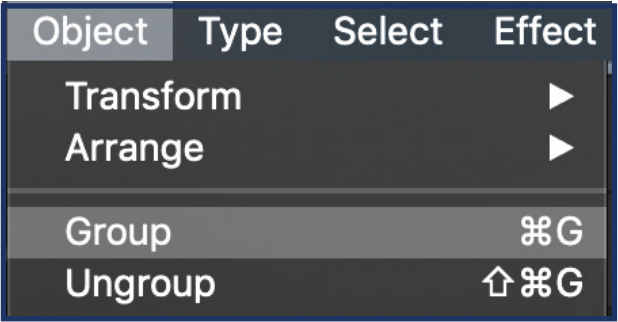
## 6. Check for missing art elements.

(Make sure nothing is missing in your overall design)

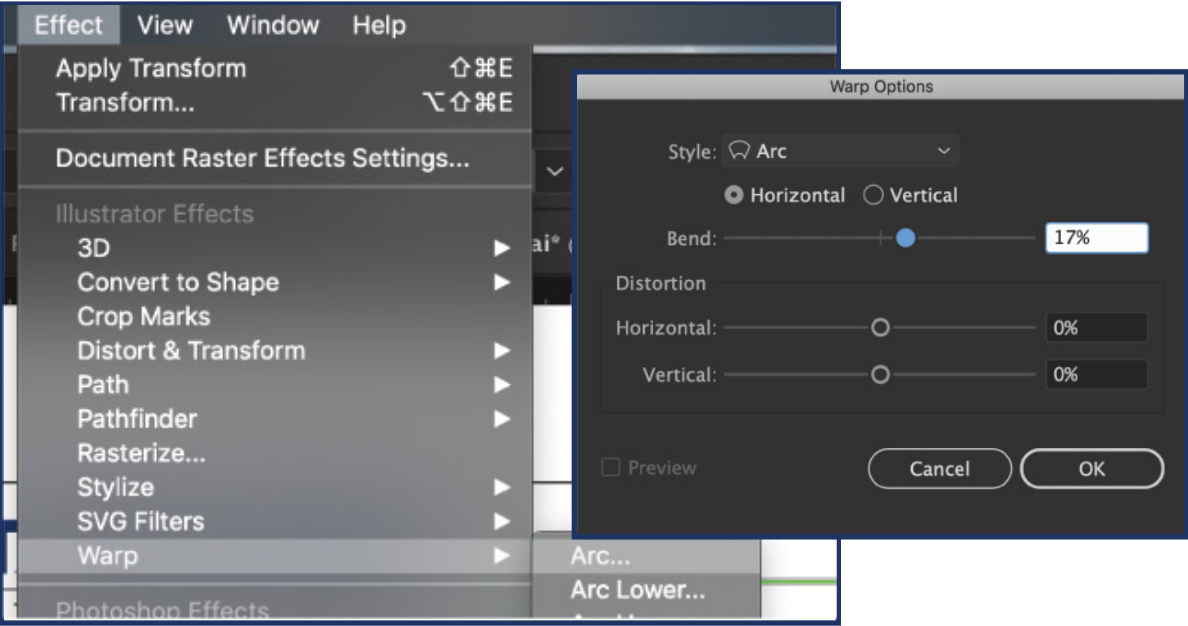
5. Once you have checked your artwork, turn off the “Template Guide” layer.  
(Click the eyeball icon to turn off)



6. Select all Artwork and Crop Box, then group them together.  
(Object Menu > Group)

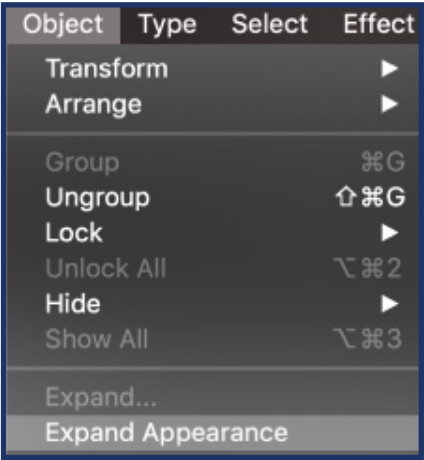


7. Arc the grouped Artwork and Grey Crop Box.  
(Effect Menu > Warp > Arc)



TUMBLER SIZE	ARC %
12oz./Coffee Mug	28%
16oz.	16%
22oz.	17%
26oz.	14%
Beyond Infinity	20%
22oz. Bowl	12%



8. After arcing, select the Arced Artwork and crop box and expand appearance.  
(OBJECT MENU > EXPAND APPEARANCE)



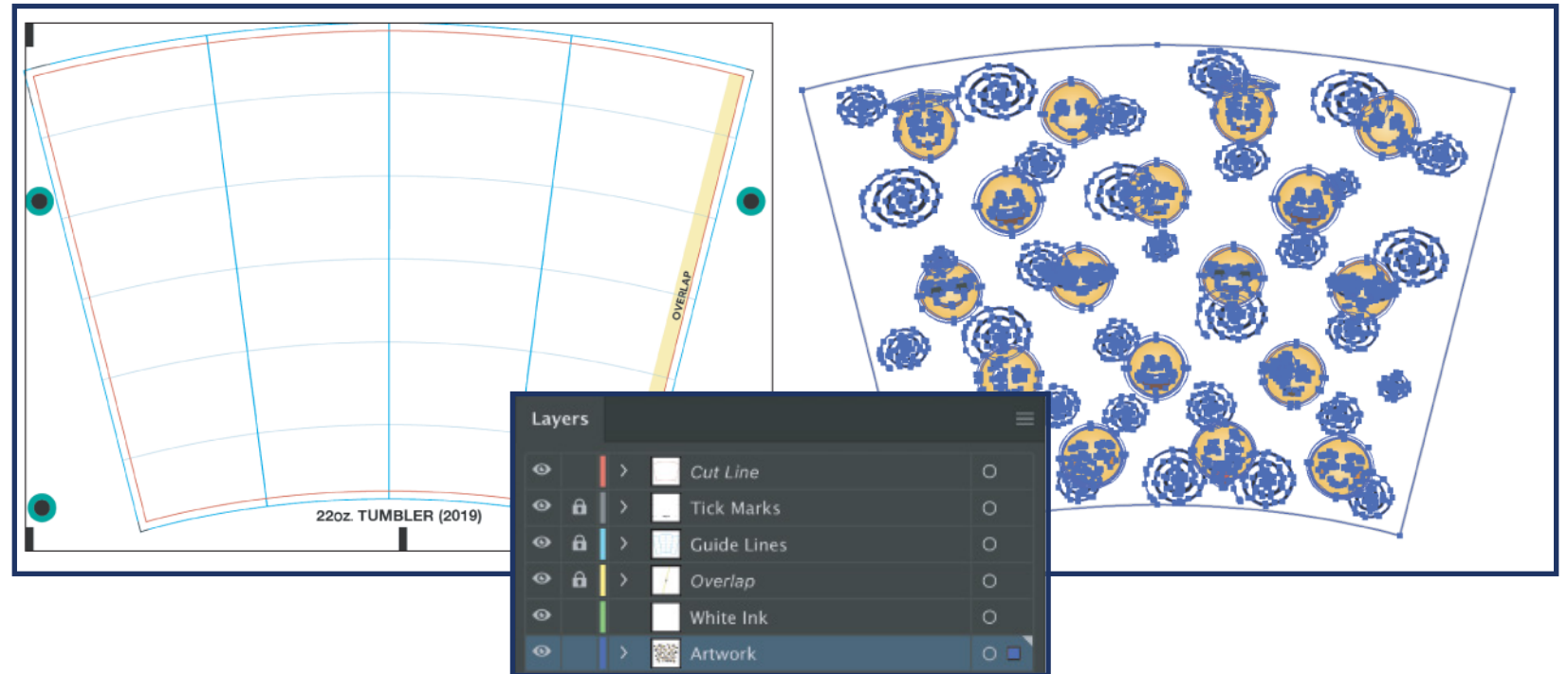
9. Select and copy the Arced Artwork and crop box.  
(MAC: COMMAND + C. PC: CONTROL + C)

# Tumbler Wraps: Using The Arc Template

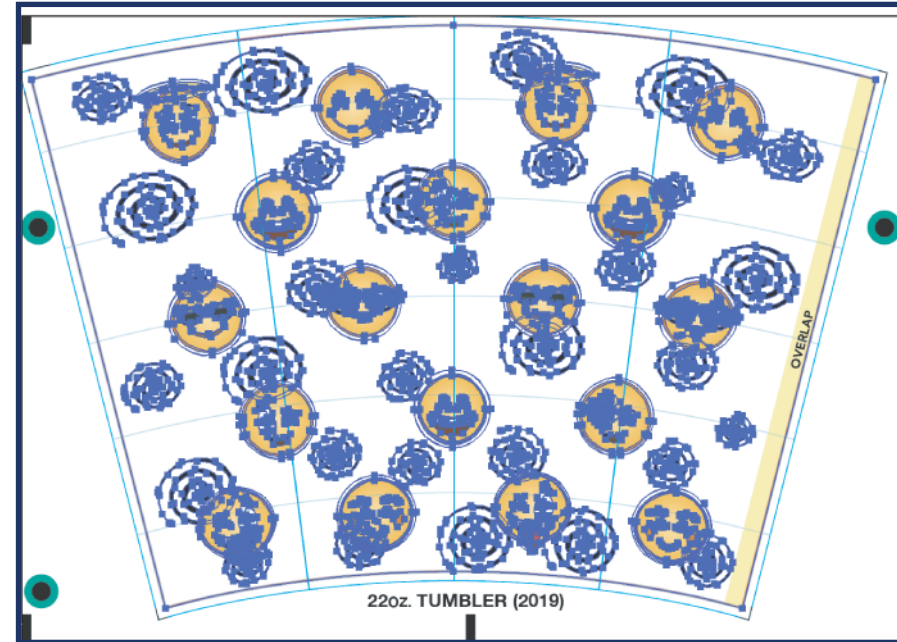
1. Open the Arc Guide file that fits the tumbler size you want to work with in Adobe Illustrator.  
(ex. 22ozARC\_Template.ai - 22oz. Tumbler)

Name	Size
 22ozARC_Template.ai	147 KB
 22ozFLAT_Template.ai	218 KB

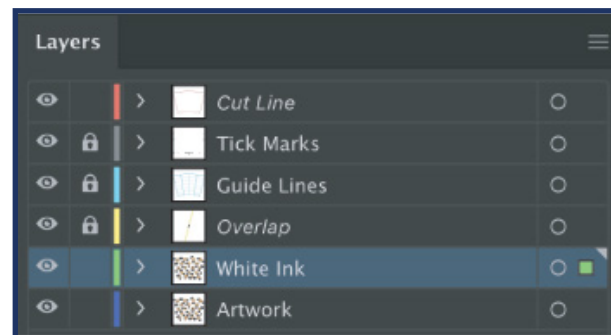
2. Paste your arced artwork onto the "Artwork Layer."  
(MAC: COMMAND + V. PC: CONTROL + V)



**3.** Align your grouped artwork and crop box to the red cut line on the template. Then delete the grey crop box line.  
(We recommend using the Align tools in Illustrator. If you manually drag the artwork to align to the cut line, there is a chance that the arc alignment will be off.)

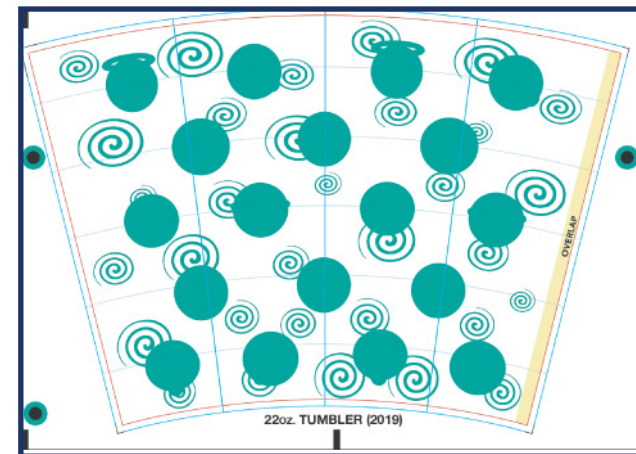
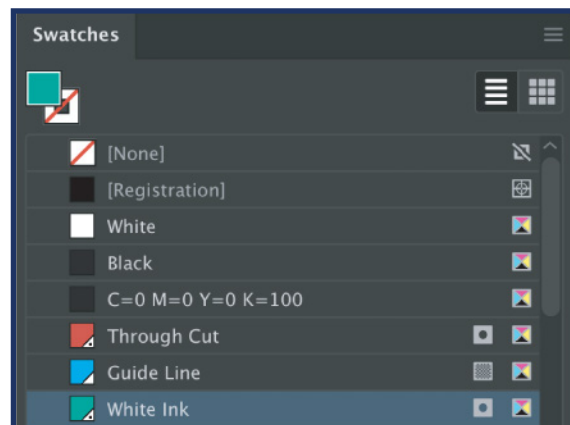


**4.** Select all of your artwork that you want backed up with white ink and copy it over to the “White Ink” layer.



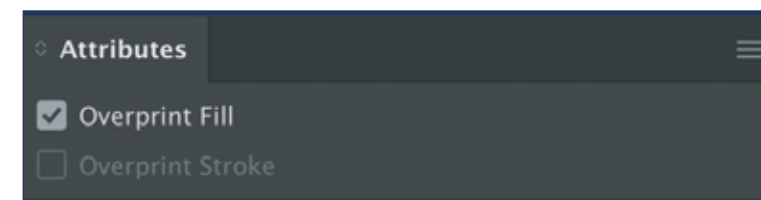
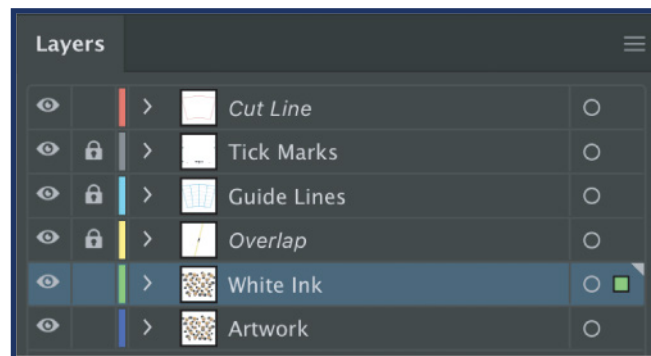
**5.** After you copy over the artwork you want backed up in white over into the “White Ink” layer, select the entire layer and set it to the “White Ink” spot color in your swatches panel.

(Make sure you use the “White Ink” spot color we provided in the Arc template or it won’t print out during the printing process. It’s important to have your white ink layer setup the way you want so we know what gets backed up in white and what doesn’t. We have no way of knowing what gets backed up with white unless you follow this step. If we receive a file with no white ink, the entire wrap will be printed translucent.)



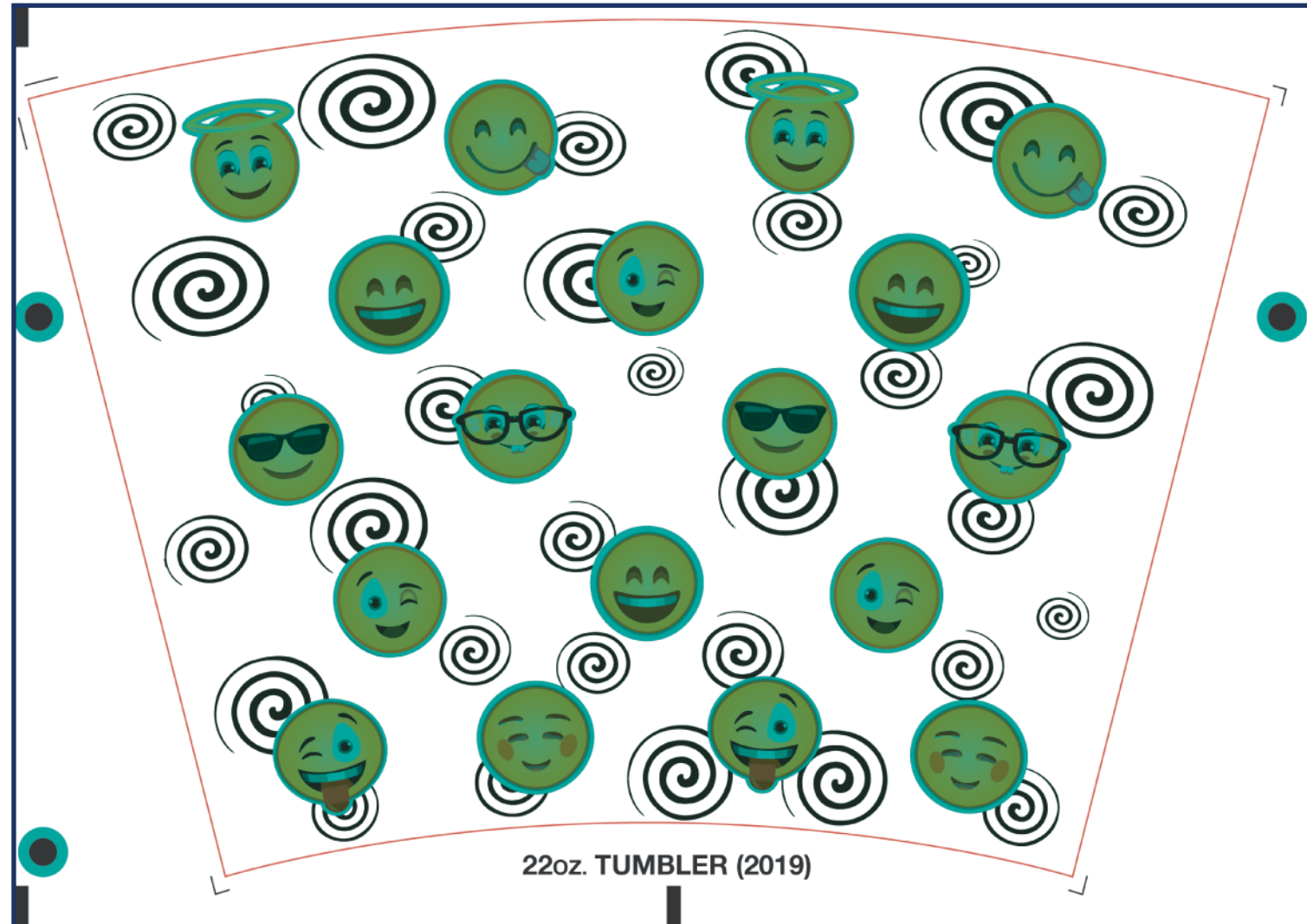
**5.** Select your “White Ink” layer, then set it to Overprint Fill in the Attributes window. Turn on the Overprint Preview to check your white backup.

(View Menu > Overprint Preview)



**6.** Once finished, save both of your documents (FLAT & ARC) as a .pdf file. Make sure you put “Arc” and “FLAT” somewhere in the name of your file so we know which version it is.

(File Menu > Save As > .pdf File)



# Sending Your File: Whether To Use Email or Dropbox

**FILE SIZE < 10MB**



**FILE SIZE > 10MB**

