

Art Check List

✓ Layout

- ▶ Keep critical elements 3/8" from top and 1/4" from bottom & sides
- ▶ Note that templates for clear cups are taller to allow for printed rims
- ▶ 1/8" Bleed
- ▶ See www.VisstunCups.com/templates

✓ Digital Images

- ▶ CMYK .psd, .tif, .eps or .ai file formats
- ▶ 300ppi/dpi resolution, sized to 100%
- ▶ EVERY file used to create the final piece MUST be included and editable. This includes linked or placed files.

✓ Fonts

- ▶ Convert to outlines/curves or include ALL font files
- ▶ For a list of typesetting fonts, visit www.VisstunCups.com/fonts

✓ File Formats

Mac or PC versions of the following:

- ▶ Photoshop® ▶ InDesign®
- ▶ Illustrator® ▶ High Res PDF

Word, Publisher, PowerPoint, and Excel files are not acceptable.

✓ Media

- ▶ www.VisstunCups.com/upload for files 3-80MB
- ▶ Email files <3MB to your Sales Counselor
- ▶ CD ▶ DVD

✓ Dimensions

| | Description Code | Cup Dimensions (inches) | | | Capacity | | Art Template (inches) | | |
|------------|-----------------------|-------------------------|--------|---------|----------|--------|-----------------------|----------|----------|
| | | Height | Rim OD | Base OD | oz | ml | X-width | Y-height | Y(clear) |
| DRINK CUPS | 9 oz 09 | 3.356 | 3.143 | 2.215 | 8.80 | 260.0 | 7.00 | 3.13 | 3.45 |
| | Tall 12 oz 13 | 4.248 | 3.515 | 2.184 | 13.10 | 387.2 | 6.80 | 3.60 | 3.80 |
| | Tall 16 oz 16 | 5.099 | 3.515 | 2.215 | 16.00 | 473.0 | 7.00 | 4.40 | 4.70 |
| | 17 oz 17 | 4.682 | 3.658 | 2.665 | 17.59 | 520.0 | 8.35 | 4.15 | 4.50 |
| | 20 oz 20 | 5.140 | 3.732 | 2.665 | 20.00 | 591.0 | 8.35 | 4.55 | 4.80 |
| | Tall 21 oz 21 | 6.429 | 3.515 | 2.403 | 21.30 | 629.2 | 7.65 | 5.65 | 5.86 |
| | 24 oz 24 | 5.897 | 3.887 | 2.665 | 24.10 | 712.7 | 8.35 | 5.05 | 5.30 |
| | 32 oz 32 | 7.269 | 4.125 | 2.665 | 32.56 | 963.0 | 8.35 | 6.00 | 6.25 |
| | 44 oz 44 | 7.480 | 4.525 | 3.282 | 43.79 | 1295.0 | 10.40 | 6.80 | 7.10 |
| | | 9 oz D9 | 3.356 | 3.143 | 2.215 | 8.80 | 260.0 | 7.35 | 2.70 |
| | 12 oz D3 | 4.248 | 3.515 | 2.184 | 13.10 | 387.2 | 7.22 | 3.28 | -- |
| | 16 oz D6 | 5.099 | 3.515 | 2.215 | 16.00 | 473.0 | 7.49 | 3.93 | -- |
| | 21 oz D2 | 6.000 | 3.520 | 2.400 | 21.30 | 629.2 | 8.24 | 5.13 | -- |
| CONTAINERS | 3 oz T3 | 1.645 | 2.789 | 2.215 | 3.30 | 98.4 | 7.00 | 1.70 | 2.00 |
| | 5 oz T5 | 2.000 | 3.233 | 2.665 | 5.50 | 161.8 | 8.35 | 2.00 | 2.26 |
| | Short 8 oz S8 | 2.080 | 3.785 | 3.282 | 8.00 | 237.5 | 10.40 | 2.14 | -- |
| | 8 oz T8 | 2.634 | 3.321 | 2.665 | 8.00 | 237.0 | 8.35 | 2.60 | 2.85 |
| | Short 12 oz S2 | 2.822 | 3.887 | 3.282 | 12.20 | 359.7 | 10.40 | 2.85 | -- |
| | Mid 12 oz U2 | 3.250 | 3.635 | 2.843 | 12.10 | 358.8 | 9.00 | 3.08 | -- |
| | 12 oz T2 | 3.687 | 3.515 | 2.665 | 12.75 | 377.0 | 8.35 | 3.50 | 3.75 |
| | Short 16 oz T6 | 3.518 | 3.982 | 3.282 | 16.25 | 481.0 | 10.40 | 3.50 | 3.90 |
| | Pint 16 oz R6 | 3.885 | 3.839 | 2.889 | 16.10 | 476.0 | 8.98 | 3.43 | 3.75 |
| | Short 20 oz Q2 | 3.239 | 4.525 | 3.814 | 20.30 | 599.8 | 12.00 | 3.16 | 3.48 |
| | Short 32 oz Q3 | 4.673 | 4.741 | 3.814 | 32.20 | 952.4 | 12.00 | 4.66 | 4.33 |
| | Scoop 16 16FS | 5.403 | -- | 2.215 | -- | -- | 7.00 | 4.53 | -- |
| | Scoop 24 24FS | 6.172 | -- | 2.665 | -- | -- | 8.30 | 5.14 | -- |

✓ Color Target / Sample

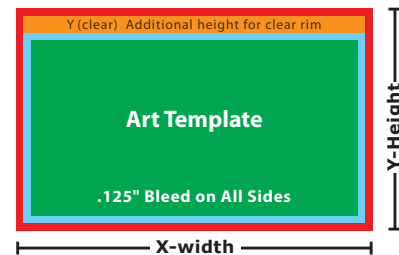
- Include a complete, full-sized hard copy of the composite art submitted. It may be color or black & white, but must be printed from the final file(s) you provide. Color targets should be printed using calibrated devices.
 - ▶ Calibrated color target
 - ▶ Black & White prints for position only

✓ Colors – Process & PMS

- All PMS/Spot colors will be converted to 4-Color Process. When referencing a PMS color in a process color print, refer to a Pantone® COLOR BRIDGE® coated guide to see how the color translates when converted to CMYK. Most colors change when converted to CMYK.
 - ▶ CMYK 4-Color Process

✓ Design Tips

- ▶ Design two or three vertical sections
- ▶ Include all layout, font, and image files
- ▶ Convert fonts to outlines/curves
- ▶ Please allow ±1/16" registration variance of the print to the product perimeter
- ▶ 100% black must be built as 60C / 50M / 50Y / 100K
- ▶ Supply a printed copy of the final layout and color targets for color sample
- ▶ Call us for answers to your design questions or pricing to help layout your artwork
- ▶ Try these common art designs:



Download templates in JPEG and PDF formats at VisstunCups.com/templates

