



ARTWORK GUIDELINES

4 Steps To Success

- Read the guidelines BEFORE designing your art.
- Please call us if you have questions. 1-800-825-5575
- Send the right electronic files. **ADOBE ILLUSTRATOR** for MACINTOSH. We require vector files for all logos and spot color art and layered Photoshop files for full color layouts.

DO NOT send InDesign, Quark or Word files.

- No Electronic Files? Send only good Scan Ready Art.



Art templates are available on line:
www.whirleydrinkworks.com

Whirley-DrinkWorks! primary printing method is Dry Offset using one to five ink colors. Colors butt and do not overprint. Other print methods are used depending on the product. We prepare all artwork using our Macintosh Computer System. All files are converted to, or placed in, Adobe Illustrator. Send only electronic art files or good scanner ready art. Please review these guidelines before preparing your art. *In order to assure the best quality imprint we will adjust all art that does not meet our art production specifications.*

HOW TO PROVIDE ART TO Whirley-DrinkWorks! ELECTRONIC FILES:

- All files must be saved in Macintosh format. Always provide **VECTOR ART FILES** for spot color imprints and for logos and type. In most cases, raster image files will have to be converted to vector art for spot color imprints.
- Our preferred program is **ADOBE ILLUSTRATOR**. Do not use transparencies or special effects on vector art for spot color. **DO NOT SEND QUARK FILES, WORD DOCUMENTS** or files placed in other page layout programs.
- **Alternatives:** *(We must be able to transfer your files to Adobe Illustrator in order to process your job.)* Photoshop (process print only). Corel Draw saved in Macintosh format (Mac- Illustrator .ai or .eps) (A color proof should be sent with your file, otherwise we will use our print-out as the reference art.)
- **Fonts:** Convert all fonts to line art or provide all screen and Printer fonts.
- **Placed Images:** Include graphic source files: TIFF, EPS, PICT, etc. **DO NOT EMBED PLACED IMAGES.**
- **Resolution:** Line art should be scanned at 600 DPI. Full color art for process printing is to be 300 dpi (minimum) at actual size (original scan or art). **IMAGES PROVIDED AT LESS THAN 300 DPI CANNOT BE USED.** NOTE: Saving a low resolution image at 300 DPI does not improve the quality of that image. Low resolution images taken off web pages are not useable.
- **Color Match:** All colors must be Pantone match colors. Delete all unused colors from your palette before sending us the art. **DO NOT USE PROCESS COLORS unless your art is being printed in 4 color process.** (Minimum quantities and extra fees apply.)
- **File Transport:**
 - To use FTP transport via our website - click on the "Art Dept" tab and select "Upload Art" from the dropdown menu. Maximum file size for FTP transport is 125mb. For larger files, please use a third party provider such as YouSendIt™ (yousendit.com)
 - E-mail: artdepartment@whirley.com - Please compress your files with a self-extracting compression software (we recommend Stuffit Deluxe). Please don't send files larger than 3MB by e-mail.
 - Or, send files on CD or DVD by land-mail.



SCANNER READY ARTWORK

- **Spot Color Imprint:** Send clear black line art on a clean white background. **Faxes and poor photocopies are not scanner ready.** Do not mark or write on the images.
- **Screen Tints:** **DO NOT ADD SCREEN TINTS TO SCANNER READY ART for SPOT COLOR.** Specify tints on a separate sheet of paper and we'll add them when we prepare your art. There is a 25% (minimum) dot gain on press and we will adjust your art to compensate.
- **4-Color Process Imprint:** Send full color illustrations or photographs. Do not mark or write on the images.
- **Maximum Size for scanning is 12" high X 17" wide.**

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General Art: ext. 1348 or 1332 • Process Print: ext. 1301 • Paper Inserts/Labels: ext. 1172 • Web site: www.whirleydrinkworks.com

.....PREPARING ART FOR Whirley-Drink Works!.....

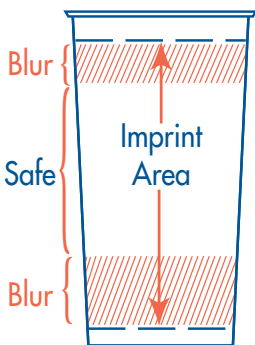
SPOT COLOR - GENERAL SPECIFICATIONS - DRY OFFSET PRINTING

Dry offset prints directly onto the mug shell in up to 5 ink colors. In many cases the art is spot color line art, but we also print in 4-color process (see details on next page). As you might imagine, printing on mugs is very different than printing on paper. Following our guidelines helps assure great results.

- **Minimum Line Weight:** 1 point.
- **Minimum Type Size:** 7 point.
- **Minimum Drop-out (Reverse) Type Size:** 12 point. No fine lines or serifs. Bold face only.
- **Fonts must be converted to line art** or provide font files. Otherwise, Whirley will reset type with the closest font available.
- **Minimum Drop-out (Reverse) Line Weight:** 2 point.
- **Ink Colors:** 1 to 5 ink colors. Spot colors cannot blend or overprint. Colors cannot overprint to create other colors.
- **Screen Tints:** Min. 15% - Max. 85%. When using a range of tints of one color, make sure they are at least 20% apart. More subtle variations will not show up well.
- **Graduated Tints:** Prepare your art so tints fade to 5% (minimum) of the same color. Any areas with dots less than 5% will drop out on press creating a rough edge in the imprint.
- **Graduated Blends:** **PLEASE BE SURE YOU UNDERSTAND THESE LIMITATIONS BEFORE ADDING GRADUATED BLENDS TO YOUR ART.** Two (only) colors can blend on a single imprint. We will adjust your blend to prevent "drop offs" at the lightest ends of the two colors. Although the altered blend will be more subtle than the original, this step is required in order to provide the best quality imprint.
- **Dot Gain/Press Gain:** There is a 20% to 30% dot gain on press. We will adjust your art to compensate. The smallest dot we hold on our plate is 5% therefore, the lightest tint we will achieve on press is (approximately) 25%.
- **Transparencies and Effects:** Do not use transparency effects or other filters when preparing your vector art for spot color printing. Using these features in your art will require it to print in 4-color process.



IMPRINTS ON TAPERED PRODUCTS



Imprint Clarity: IMAGES ON TAPERED PRODUCTS WILL BLUR NEAR THE TOP QUARTER AND BOTTOM THIRD OF THE IMPRINT AREA causing reversed lines, small type and spaces to fill in (see example at the right). Keep important information near the center of the container between the top and bottom. This is particularly important regarding small type, thin lines, small spaces and logos especially if they are reversed out a solid background.

Artwork

THURSDAY	FRIDAY
11:00 - Journey	11:00 - Judas Priest
9:00 - Sheryl Crow	9:00 - Whitesnake
7:00 - Kansas	7:00 - Lita Ford
5:00 - Foghat	5:00 - Spin Doctors
3:00 - Shooting Star	3:00 - Zed Leppelin
SATURDAY	
11:00 - Yes	
9:00 - Asia	
7:00 - Thin Lizzy	
5:00 - Grand Funk Railroad	
3:00 - ThundHerStruck	

Bands & times are subject to change

Printed Sample



We will recommend appropriate changes to your art if there is a potential for blurring of important elements in your design. **Design proactively and avoid putting these elements in the "blur zones": SMALL TYPE, REVERSED OUT TYPE, SCREEN TINTS, SMALL LOGOS, REVERSED OUT THIN LINES.** For the best results don't use small or fine reverse images in large areas of color.

- **Remember! Our dry offset printing presses can print up to a maximum of FIVE colors.**
- **When designing spot color art for cup colors other than white or pearl white, use white ink to outline art and fill dropouts. This will help your design stand out. Pantone® colors will look different on non-white cups.**
- **Avoid subtle variations in color or contrast, particularly if you're using screen tints.**
- **When possible, use specific inks for light colors instead of screen tints. You'll get a better quality (and more accurate) imprint.**



Final Imprint

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4-COLOR PROCESS PRINTING - DRY OFFSET PRINTING

Printing four color process art directly on to plastic drink containers is very different from conventional printing on paper. Please make sure you understand the limitations of this unique process. We cannot guarantee to reproduce your art exactly. **WE MUST ADJUST ALL ART TO MEET OUR SPECIFICATIONS.** There are additional fees for using four color process and minimum production runs are required. Contact your Whirley-DrinkWorks! Sales Representative for details.

- **Designing Art for Process Printing:** Because of technical limitations in printing on plastic mugs, please consider these factors when designing your art. Subtle contrasts in values and colors and very faint images embedded within the design will be lost due to dot gain on press. Fades, drop shadows and glows may print with "hard edges" instead of the soft gradient you expect. Use gradients sparingly and make sure they fade to a minimum of 5%. Any tints under 5% will drop out on press.
- **Artwork Electronic Files:** Every piece of art must be adjusted to meet our printing requirements. We must have original vector art and/or **LAYERED Photoshop** files for Macintosh format. Send only high resolution files (min 300 DPI). Low res. files will result in a poor imprint. Resaving low res. originals as high res. does not improve the quality of the image. The original image must be at 300 DPI or higher. **INCLUDE ALL SUPPORT FILES.**
- **Press Gain:** There is a 20% to 30% dot gain on press. The smallest dot we use on our printing plate is 5%. Therefore, the lightest tint we will achieve is 25%. **DO NOT FADE COLORS TO 0%.** If you are doing a fade or graduated blend, any tint under 5% will drop out. Wherever the 5% dot (tint) is on your art, a "hard" edge will appear, because it will actually print at 25% (minimum). We will adjust your art to avoid this problem whenever possible. In most cases that means filling in any light areas with a minimum 5% tint. We may also lighten the dark areas so that they don't fill in on press.

To prevent delays
SEND HIGH RESOLUTION
(minimum 300 dpi at print size)
LAYERED PHOTOSHOP
FILES ONLY.



- **Color Match:** Specific color matches are not possible since all colors are "built" using the four process colors. Create your art in CMYK and not RGB. Skin tones are particularly difficult to match. If specific colors must be achieved, please prepare your art as spot color line art (up to five colors) rather than process print. Please be sure you understand the limited ability of this printing technique to match original art exactly.
- **Preliminary Proof:** We normally send approvals via e-mail and you will receive a PDF file for review. If necessary, we can mail a full-color laser print on paper. Although the proof is a good representation of the final imprint, there will be some variation between the original art, our electronic or paper proof and the printed cup. Only a preproduction sample will show the true results. Please review the "**Whirley-DrinkWorks! Process Printing Policy**" form to confirm your understanding of Process Printing capabilities.

4-COLOR PROCESS PRINTING - PAPER INSERTS

Paper inserts are printed on coated paper with traditional offset printing in 4-Color Process only. **DO NOT DISTORT (ARC) YOUR ART.** Prepare your art to the rectangular dimensions shown on our Imprint Area Chart. We will curve (arc) your art and provide a full color electronic proof for your approval.

- Prepare your art to the rectangular dimensions shown on the Imprint Area Chart. A 1/8 inch full bleed is included in this size.
- Keep all important art elements at least 3/8 inch from each side of the imprint area.
- **Design elements or type will not exactly line up at the seam.** Therefore, do not bleed design elements to the left and right edges intending them to match.
- Send only CMYK files in Adobe Photoshop or Illustrator software for Macintosh system. Maintain Layers in Photoshop. Include extra channels. **WE CANNOT USE QUARK FILES.**
- Save type and logos as separate Illustrator (vector art) files. We may curve them individually.
- For best results on products with a polypropylene shell (i.e., SP-16, SP-20, etc), design your art using bright contrasting colors. Avoid very subtle differences in colors. Large, dark solid areas, especially black, will appear "washed out" once inside the mug and should be avoided. If your product has the Ultra-Clear shell, colors and detail will appear closer to the original art.



Prepare art to the Rectangular
Dimensions provided.
We will arc the final art
using our special template.

4-COLOR PROCESS PRINTING - ADHESIVE LABELS

Adhesive labels are printed in 4-Color Process. See the "Electronic Files," "Dry Offset" and "Process Printing" sections of this document for details on preparing art. Although dot gain on press for adhesive labels is less than with our Dry Offset direct printing, the same type of limitations occur and should be considered when designing artwork.

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4-COLOR PROCESS PRINTING - HEAT TRANSFER LABELS

Minimum quantities required. Additional fees apply. Please contact your Whirley-DrinkWorks! Sales Representative for details. Heat Transfer Labels are normally printed in 4-Color Process although spot colors can be used depending on the art and printing plate requirements. See the "Electronic Files", "Dry Offset" and "Process Printing" sections of this document for details on preparing art.

SILKSCREEN and PAD PRINTING

Some of our products are printed using one color silkscreen or pad printing. Your art designs should be simplified for best results. Keep type and line weights large as possible. Prevent "fill-ins" by keeping dropout images and type large and bold. We will adjust your art as needed to assure a good quality imprint. **VECTOR ART FILES ARE PREFERRED FOR ONE-COLOR SILK-SCREEN AND PAD PRINTING.**

- **Minimum Type Size:** 9 points
- **Minimum Drop-out Type Size:** 15 points. No fine lines or serifs. Bold face only.
- **Minimum Line Weight:** 2 points
- **Minimum Drop-out Line Weight:** 3 points.
- **Screen Tints:** *Screen tints are not available for silk-screen or pad imprints.*

**Silkscreen, Pad Print,
SIMPLIFY FOR SUCCESS
Hot Stamp, Deboss**

HOT STAMP and DEBOSS

Very fine detail is not possible with one color hot stamp and debossment (a debossed decoration has no "color" and your image is pressed into the surface of the substrate) so your art designs should be simplified for best results. Keep type and line weights large as possible. Prevent "fill-ins" by keeping dropout images and type large and bold. Avoid large solid areas in the art. We will adjust your art as needed to assure a good quality imprint. **VECTOR ART FILES ARE PREFERRED FOR ONE-COLOR HOT STAMP AND DEBOSS IMPRINTS.**

- **Minimum Type Size:** 9 points
- **Minimum Drop-out Type Size:** 15 points. No fine lines or serifs. Bold face only.
- **Minimum Line Weight:** 2 points
- **Minimum Drop-out Line Weight:** 3 points.
- **Screen Tints:** *Screen tints are not available for Hot Stamp and Deboss imprints.*

LASER ETCH MOLDED GRIPS

Be sure you have seen samples and understand the process before designing your work. **MOLDED GRIPS REQUIRE SPOT COLOR VECTOR ART FILES.** All colors must be flat color with no gradations, blends or special effects. Limit your palette to 9 colors (black and white count as colors). Specify "coated" Pantone colors only. Fine detail may get lost in reproduction. Simplify your art for the best results. The templates for molded grips are unique shapes. Download a template from our website or request the template be sent to you by e-mail. You will initially receive an electronic proof (approximating the 3-D effects) for approval. A pre-production sample will be presented for final approval before production begins.

- **Minimum Type Size:** 9 points
- **Minimum Line Weight:** .5mm
- **Screen Tints:** *Screen tints are not available on molded grips.*

CUSTOM BOTTLE EMBOSSEMENT

Very fine detail is not possible with custom embossments (an embossed decoration has no "color" and your image is molded into the surface of the substrate) so your art designs should be simplified for best results. Keep type and line weights large as possible. Prevent "fill-ins" by keeping dropout images and type large and bold. We will adjust your art as needed to assure a good quality decoration. **BLACK AND WHITE VECTOR ART FILES ARE REQUIRED FOR EMBOSSEMENT DECORATION.**

- **Minimum Type Size:** 12 points
- **Minimum Drop-out Type Size:** 17 points. No fine lines or serifs. Bold face only.
- **Minimum Line Weight:** 3 points
- **Minimum Drop-out Line Weight:** 4 points.
- **Screen Tints:** *Screen tints are not available for Hot Stamp and Deboss imprints.*

UPC CODES:

When placing UPC codes in your art, be sure that the lines run horizontally. Most print methods will have some distortion left to right so bar codes placed with lines positioned vertically may become unreadable. Minimum reduction of bar code size is 75%. Avoid truncating barcodes for best results.

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LICENSED ART AND CORPORATE LOGOS:

Be certain to designate appropriate legal marks (©, ®, TM, SM, etc.). We work closely with many major corporations and licensed properties and must adhere to specifications relating to each. We will recommend appropriate changes to your art to meet requirements that we are aware of. You must provide appropriate art/logos for licensed characters and images. Please send appropriate release documentation when using artwork owned by others. In some instances (i.e. when co-branding your art) we may require a release stating "rights of use" (models, landmarks, property, etc).

STOCK INK COLORS:

...have been premixed by our ink supplier to be close to Pantone® equivalents. All ink colors will vary depending on the color of the plastic background and the density of the ink lay down. Stock ink colors are more consistent within the print run and more accurate for reorders. When matching ink and plastic component colors, we suggest using our Stock Ink selection described below. We believe that it is better to vary slightly from a corporate color than to have mismatched ink and component colors.

CUSTOM Pantone® ink colors can be specified. CHOOSE COATED ("C or CVC") COLORS ONLY. We can't reproduce the look of uncoated Pantone colors on plastic. For orders less than 2,500 there is an additional cost of \$20.00 per color on both new orders and reorders. **Exact matches are not guaranteed and Whirley's policy is that reasonable color variations are not a cause for rejection or price adjustment.**

OPAQUE INKS ON COLORED SUBSTRATES: We will use our stock "opaque" inks when your imprint is on a dark cup color (including Splatter) or on ice and clear products. Screen tints and halftones are not effective on dark substrates and should not be used. **COLORS LOOK DIFFERENT ON NON-WHITE SUBSTRATES.** Please check existing samples before making your final decision.

Stock Ink Colors WITH Matching Lids and Handles:

Black
White
Pantone Yellow (Kids Lids)
Orange - PMS 165
Pearl Brown - PMS 175
Red - PMS 185
Maroon - PMS 188
Purple - PMS 268
Pearl Blue - PMS 2925
Medium Blue - PMS 293
Dark Blue - PMS Reflex Blue
Teal - PMS 320
Jade - PMS 330
Green - PMS 348
Burgundy - PMS 506

NOTE: Plastic PMS (Pantone® Matching System) designations are approximate. Not all components are available in all colors. Please check with your Whirley-Drink Works! Sales Representative for details.

Stock Ink Colors WITHOUT Matching Lids and Handles:

Gold - PMS 123
Fleshtone - PMS 162
Pink - PMS 182
Blue - PMS 291
Medium Green - PMS 354
Light Green - PMS 375
Light Gray - PMS 422
Dark Gray - PMS 424
Beige - PMS 465
Light Brown - PMS 470
Fleshtone - PMS 722
Orange - PMS 165
Raspberry - PMS 225
Pantone Green
Pantone Purple
Pantone Violet
Process Cyan
Process Yellow
Process Magenta
Opaque Pink - PMS 225
Opaque Maroon/Red - PMS 185
Opaque Orange - PMS 165

Opaque Yellow - Pantone Yellow
Opaque Deep Yellow - PMS - 123
Opaque Fleshtone - PMS 162
Opaque Light Green - PMS 376
Opaque Green - PMS 354
Opaque Dark Green - PMS 350
Opaque Light Blue - PMS 291
Opaque Cyan - PMS CYAN
Opaque Dark Blue - PMS 661
Opaque Teal - PMS 320
Opaque Purple - PMS 268
Opaque Pink - PMS 252
Opaque Medium Brown - PMS 470
Opaque Brown - PMS 477
Opaque Beige - PMS 155
Metallic Silver - PMS 877
Metallic Gold - PMS 872
Metallic Copper - PMS 876
Metallic Green - PMS 8682
Metallic Red - PMS 8862
Metallic Violet - PMS 8082
Metallic Blue - PMS 8222

NOTE: Ink color designations are for white substrates. Ink colors will vary depending on the color of the plastic background and the density of the ink lay down. OPAQUE "MAROON/RED": Red ink will turn a shade of maroon on dark substrates. Bright red is not available on dark substrates.

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PRODUCTS WITH "FULL-BLEEDS"

On a number of our products we are able to create a "full-bleed" on the printable area. This means the art reaches to the top of the shell and "bleeds" off the bottom at the stack edge. When art is printed full-bleed and is a full wrap design, we also overlap a color at the seam. (Normally there is a gap at the seam of full wrap artwork.) Because of variances in gaps and overlaps, we call out the area on the electronic proof that you receive for approval. If you prefer to not have an overlap, we can adjust the art so there is a gap instead. On the other hand, products that do not have the full-bleed capability cannot be made to overlap. Because of variations in the manufacturing and printing processes, the overlap and gap may vary in width, usually from 1/8" to 1/4".

FULL-BLEED PRODUCTS:

SC-12 (H), SC-16 (H), SG-16 (H), CM-16 (H), GM-16 (H), CM-20 (H), GM-20 (H), CM-24 (H), GM-24 (H), CM-32 (H), GM-32 (H), CS-32 (H).



Art with overlap and printed mug

GAP PRODUCTS:

All other products printed in dry offset directly on to the mug with full wrap art will have a gap where the art starts and ends.



Art with gap and printed mug

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