

Artwork Guidelines



Please read the guidelines BEFORE designing your art.

***In order to assure the best quality imprint we will adjust all art that does not meet our art production specifications.

Acceptable Formats for Art Submission

(Print method will vary by product.)

Vector Art

.ai, .eps, .svg, .pdf*

(Required for small orders and simple imprints.)

Raster Art

.psd, .jpeg, .png, .tiff

(Full color printing and large orders.)

SUBMISSION RULES

- Must use Pantone spot colors.
- Convert all text to outlines.
- Do not use transparencies or any other special effects.
- Small reversed out type must be enlarged to 15 pt for best results.

SIMPLE ART IS BEST.

SUBMISSION RULES

- 300 dpi resolution required.
- Layered Photoshop files required.
- Do NOT embed images.
- Attach any placed images separately.
- Small reversed out type must be enlarged to 15 pt for best results.

Art templates are available online: www.whirleydrinkworks.com

Detailed art specs per product/available print methods are available there.

CLICK HERE TO DOWNLOAD ART TEMPLATES

or go to www.whirley.com/art-specs.php

CLICK HERE TO SUBMIT YOUR ARTWORK

or go to www.whirley.com/art-ftp.php

*****PAY ATTENTION TO ALL NOTES ON THE TEMPLATES REGARDING ART PLACEMENT.*****

* For PDF format it must be created as vector.

QUESTIONS? Call: 1-800-825-5575

E-mail: artdepartment@whirleydrinkworks.com

General Art: ext. 1332 or 1348 • Process Print: ext. 1301 • Web site: www.whirleydrinkworks.com

Mail to: 618 Fourth Ave. • Warren, PA 16365

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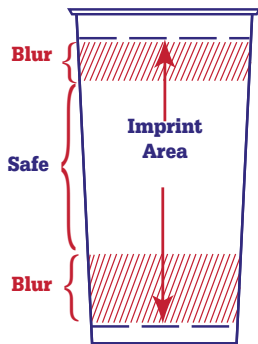
VECTOR - SPOT COLOR PRINTING

Spot color/dry offset prints directly onto the mug shell in up to 6 ink colors. In many cases the art is spot color line art, but we also print in 4-color process. As you might imagine, printing on mugs is very different than printing on paper. Follow our detailed guidelines below to help assure great results!

- **Minimum Line Weight:** 1 point.
- **Minimum Type Size:** 7 point.
- **Minimum Drop-out (Reverse) Type Size:** 15 point. No fine lines or serifs. Bold face only.
- **Minimum Drop-out (Reverse) Line Weight:** 2 point.
- **Fonts must be converted to line art** or provide font files. Otherwise, Whirley will reset type with the closest font available.
- **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.** Only two 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 all 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 of a solid colored background.

Artwork

THURSDAY	FRIDAY
11:00 - Journey	16:00 -
9:00 - Sheryl Crow	9:00 -
7:00 - Kansas	7:00 -
5:00 - Foghat	5:00 -
3:00 - Shooting Star	3:00 -
SATURDAY	
16:00 - Yes	
9:00 - Asia	
7:00 - Thin Lizzy	
5:00 - Grand Funk	
3:00 - ThundHerStr	

Bands & times are subject to change

Printed Sample

THURSDAY	FRIDAY
11:00 - Journey	16:00 -
9:00 - Sheryl Crow	9:00 -
7:00 - Kansas	7:00 -
5:00 - Foghat	5:00 -
3:00 - Shooting Star	3:00 -
SATURDAY	
16:00 - Yes	
9:00 - Asia	
7:00 - Thin Lizzy	
5:00 - Grand Funk	
3:00 - ThundHerStr	

Bands & times are subject to change

Final Imprint



We will recommend appropriate changes to your art if there is a potential for blurring of important elements in your design. **For the best results don't use small or fine reverse images in large areas of color.**

Design proactively and avoid putting these elements in the "blur zones": SMALL TYPE, REVERSED OUT TYPE, SCREEN TINTS, SMALL LOGOS, REVERSED OUT THIN LINES.

- **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.

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4-COLOR (FULL COLOR) PROCESS 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! Regional Sales Manager for details.

CLICK HERE
to find your Whirley-DrinkWorks!
Regional Sales Manager

- **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 will 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.

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

- **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. Send only high resolution files (min 300 DPI). Low resolution files will result in a poor imprint. Resaving low resolution originals as high resolution does not improve the quality of the image. The original image must be at 300 DPI or higher. **INCLUDE ALL SUPPORT FILES.**

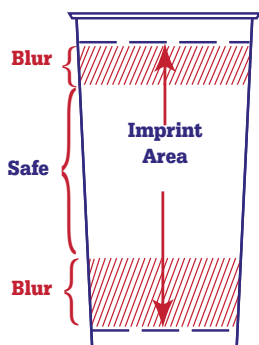
- **Press Gain:** There is a 20% to 30% dot gain on press. The smallest dot we use on our printing plate is 5%. Therefore, the lightest tint we will achieve is 25%. **DO NOT FADE COLORS TO 0%.** If you are doing a fade or graduated blend, any tint under 5% will drop out. Wherever the 5% dot (tint) is 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.



- **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.

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 all 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 of a solid colored background.

Artwork

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7:00 - Kansas	7:00 -
5:00 - Foghat	5:00 -
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11:00 - Yes	
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Bands & times are subject to change	

Printed Sample

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Bands & times are subject to change	

Final Imprint



We will recommend appropriate changes to your art if there is a potential for blurring of important elements in your design. **For the best results don't use small or fine reverse images in large areas of color.**

Design proactively and avoid putting these elements in the "blur zones": SMALL TYPE, REVERSED OUT TYPE, SCREEN TINTS, SMALL LOGOS, REVERSED OUT THIN LINES.

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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”.



Art with overlap and printed mug



Art with gap and printed mug

FULL-BLEED PRODUCTS:

SC-122 (H), SC-162 (H), SC-202 (H), SC-24 (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), G-32, SLR-24 (H), GC-16 (H).

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.

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.

CORRECT



(100% Horizontal)

INCORRECT



(Truncated Horizontal)

INCORRECT



(100% Vertical)

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PAPER INSERTS (FULL COLOR PROCESS PRINTING)

Paper inserts are printed on coated paper with traditional offset printing in Full Color Process only.

DO NOT DISTORT (ARC) YOUR ART.

Prepare your art to the rectangular dimensions shown on our Art Templates. 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 Art Templates. 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 format. Maintain Layers in Photoshop. Include extra channels.
WE CANNOT USE QUARK FILES.



Remember to design art to the rectangular template. (Whirley will arc the final art before printing.)

- 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.

IN-MOLD LABELS (IML) (FULL COLOR PROCESS PRINTING)

Layered Photoshop files are preferred. Send only high resolution files (min 300 DPI). Low resolution files will result in a poor imprint. Resaving low resolution originals as high resolution does not improve the quality of the image. The original image must be at 300 DPI or higher.

Full Color Vector artwork including blends, drop shadows and transparencies are also acceptable for this print method.

INCLUDE ALL SUPPORT FILES.



- Prepare your art to the dimensions shown on the Art Template. A 1/8 inch full bleed is included in this size.
DO NOT DISTORT (ARC) YOUR ART.
- 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 format. 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.

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ADHESIVE LABELS (FULL COLOR PROCESS PRINTING)



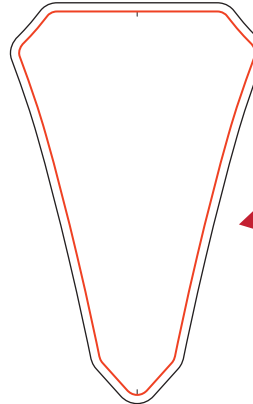
Layered Photoshop files are preferred. Send only high resolution files (min 300 DPI). Low resolution files will result in a poor imprint. Resaving low resolution originals as high resolution does not improve the quality of the image.

Full Color Vector artwork including blends, drop shadows and transparencies is also acceptable.

INCLUDE ALL SUPPORT FILES.

BE SURE TO INCLUDE A 1/8" BLEED AREA EXTENDING OUT FROM YOUR ARTWORK.

Note: Red line indicates cut line. Black outer line indicates bleed area for printing.



**Embossments,
SIMPLIFY FOR SUCCESS**

CUSTOM BOTTLE EMBOSSEMENT

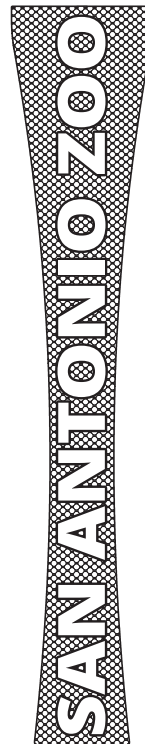
Very fine detail is not possible with custom embossments (an embossed decoration has no "color" and your image is molded into the surface of the substrate) so your art designs should be simplified for best results. Keep type and line weights large as possible. Prevent "fill-ins" by keeping dropout images and type large and bold.

BLACK AND WHITE VECTOR ART FILES ARE REQUIRED FOR EMBOSSEMENT DECORATION.

*Note - all art colored white will be raised from bottle and all art colored black will be flat. We will adjust any art that does not follow the guidelines.

We will adjust your art as needed to assure a good quality 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 embossed art.**



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HEAT TRANSFER LABELS (FULL COLOR PROCESS PRINTING)



Heat Transfer Labels are normally printed in full color although spot colors can be used depending on the art and printing plate requirements. Minimum quantities required. Additional fees apply.

Contact your Whirley-DrinkWorks! Regional Sales Manager for details.

CLICK HERE
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Layered Photoshop files are preferred. Send only high resolution files (min 300 DPI). Low resolution files will result in a poor imprint. Resaving low resolution originals as high resolution does not improve the quality of the image.

The original image must be at 300 dpi or higher. **INCLUDE ALL SUPPORT FILES.**

Vector Files using blends, drop shadows and transparencies are acceptable for this print method.

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 NEEDED FOR 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.**
- **Ink Colors: 4 inks maximum.**

Silkscreen, Pad Print,
SIMPLIFY FOR SUCCESS



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PMS INK COLORS:

Our 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. When matching ink and plastic component colors, we suggest using our suggested PMS ink matches listed 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.

CLICK HERE to see Whirley's Stock Opaque Inks and examples of how they will appear different on different shell colors. Note - Every computer monitor has different color settings so this is meant only for a general idea of color. It is best to request printed samples from your Whirley-DrinkWorks! Sales Representative for exact ink colors on colored shells.

Lid/Handle Colors and Matching Inks:

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

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.

● BLACK	● GREEN APPLE - PMS 2272	● RED - PMS 186
● BLUEBERRY - PMS 3135	● MAROON - PMS 201	● RED 186 TINT - PMS 187
● DARK BLUE - PMS 7687	● MAUVE - PMS 5015	● SAPPHIRE - PMS 2748
● CARIBBEAN BLUE - 3155	● MINT GREEN - PMS 7482	● SUN YELLOW - PMS 396
● ELECTRON JADE - PMS 7722	● MEDIUM BLUE - PMS 301	● TANGERINE - PMS 166
● ELECTRON PURPLE - PMS 7679	● ORANGE - PMS 165	● TEAL - PMS 320
● ELECTRON BURGUNDY - PMS 195	● ORANGE 811 - PMS 172	● YELLOW SPARKLE - PMS 382
● FLUORESCENT GREEN - 354	● PEARL BLUE - PMS 2925	○ WHITE
● GRAPE - 2665	● PEARL BROWN - PMS 7631	● VIPER GREEN - 7489
● GREEN - PMS 349	● PINK 806 - PMS 213	● PHANTOM PURPLE - 7670

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).

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