

# ..... PREPARING ART FOR WHIRLEY-DRINKWORKS! .....

## 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.

- 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.

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

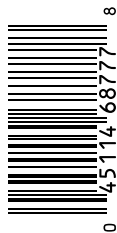
## LICENSED ART AND CORPORATE LOGOS:

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).

## 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. Use dark colors for best results.

### CORRECT



(100% Horizontal)

### INCORRECT



(Truncated Horizontal)

### INCORRECT



(100% Vertical)

QUESTIONS? Call: 1-800-825-5575

E-mail: [artdepartment@whirleydrinkworks.com](mailto:artdepartment@whirleydrinkworks.com)

General Art: ext. 1348 • Process Print: ext. 1301 • Web site: [www.whirleydrinkworks.com](http://www.whirleydrinkworks.com)

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

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## 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.

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- **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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