

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.

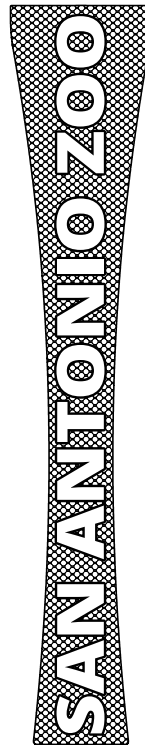
BLACK AND WHITE VECTOR ART FILES ARE REQUIRED FOR EMBOSSEMENT DECORATION.

*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.

Dot pattern in background is necessary for production purposes

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.**



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).

QUESTIONS? Call: 1-800-825-5575

E-mail: artdepartment@whirleydrinkworks.com

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

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