

VECTOR - SPOT COLOR PRINTING

Spot color/dry offset prints directly onto the mug shell in up to 6 ink colors on select products. 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.
- **Type must be converted to line art (VECTOR)** or provide font files. Otherwise, Whirley will reset type with the closest font available.
- **Ink Colors:** 1 to 6 ink colors on select products. Spot colors cannot blend or overprint. Colors cannot overprint to create other colors.
- **Screen Tints:** Min. 20% - 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 20% (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.

