

WNA ENVISIONS

- Optimal resolution 360dpi with only 120% upsizing (200 dpi can be used but only with NO resizing)
 - RGB is preferred for photos, to maximize the color spectrum. But CMYK are always acceptable.
 - PDF proof for file verification is requested in addition to the working file.
 - Vector artwork is best and will result in the best print possible!
 - Minimum type size 4pt
 - Minimum line .2pt
- > No need to convert Pantone inks as the Pantones will be resolved to the best match. Bright, neon, metallic inks will not reproduce well and should be avoided.
- > White backgrounds can be fitted to just the actual print image or to entire field.
- > Custom White backgrounds will need to be layered and presented with the ink name "White" only.
- > No Trapping or Choke Required



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Direct to Press files need to be saved as PDF/X4 or PDF 1.4--1.7 and will be printed as is. Please realize all guidelines are essential and be sure to verify your file if you choose this option. We are not liable for any issues with direct files. In Addition . . . Embed ICC Profile, Turn off Color Conversion, avoid Downsampling and use Zip Compression, Preserve Transparency when using Spot Color Replacement.

Distortion

Do not pre-distort artwork as this will be handled prior to printing to give the best image.

No need to relegate items to any particular position as the cup is printed consistently top to bottom.

Secondary colors or modifications

Please do not add secondary colors used in other print processes.

Do not anticipate changes and modify your artwork for the printing process.

When printing on the top lip of the cup, please remember to try to make this a separate element.

Photos can flow over, but any graphics or text will be disrupted by the depth change.

We cannot print the underside of the lip section. (not applicable to 32 oz)

