

# REQUIREMENTS FOR PAPER CUP DESIGN FILE PREPARATION



## PRESENTATION

Artworks are accepted in \*.pdf format. Do not set any additional marks and bleeds while saving the .pdf file.

! Fonts and illustrations should be embedded when designing the Artwork.

## DRAWING

The exact and particular product cutter drawing / template provided in TEMPLATE section should be used for the Artwork preparation. You can use Rectangular or Warped template. Both are equally acceptable.

! Artwork should be in 1:1 scale.

## COLOURS

ISO 12647-2 standard is used in a printing process, which guarantees CMYK values printed just as they should be. All Pantone colours are converted to official CMYK values. However, not all Pantone colour can be printed by CMYK. No claims concerning unexpected colours result are accepted.

! The maximum amount of dye per one dot cannot exceed 280 %. The minimum value of the printed dye is 5%.

## ILLUSTRATIONS AND EFFECTS

The resolution of images should not be less than 250 dpi.

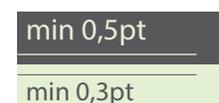
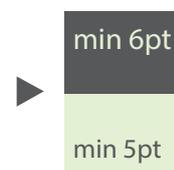
\* Do not increase the resolution of the illustration using graphic applications. This will not increase its quality.

## TEXT AND LINES

\* Small inverted text should have a plain background, only 1 intensive integral colour, and its font size cannot be smaller than 6 points.

Small non-inverted text should have a plain background, only 1 intensive integral colour, and its font size cannot be smaller than 5 points.

The minimum positive line thickness is 0.3 points. Negative - 0.5 points.

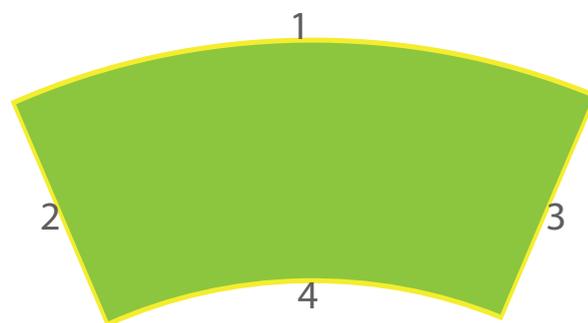


## BLEED AND SEALING ZONES

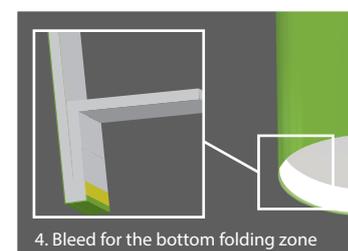
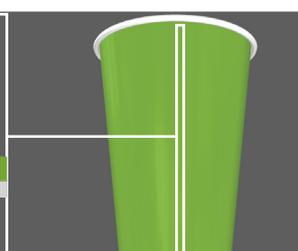
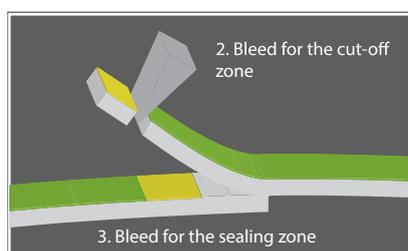
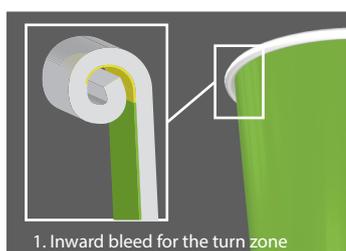
Bleed requirements indicated in the template should be followed.

! There should be no objects outside the bleed zone.

\* All the Objects and texts should be placed at least at a 2 mm distance from the Visible zone borders.



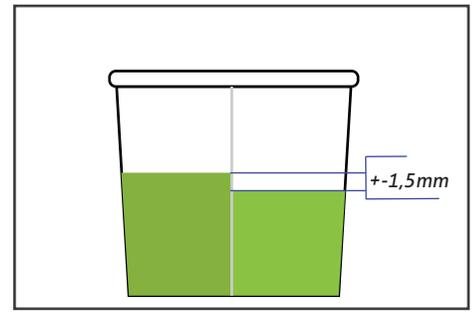
Clarification of bleed used in the production of cups  
Visible area  
Bleed zone



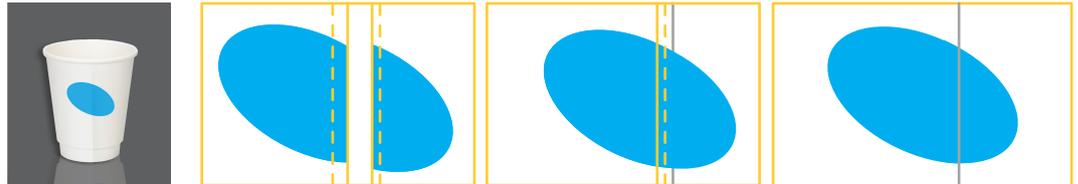
! This is a must. \* This is preferable.

## OBJECT MATCHING

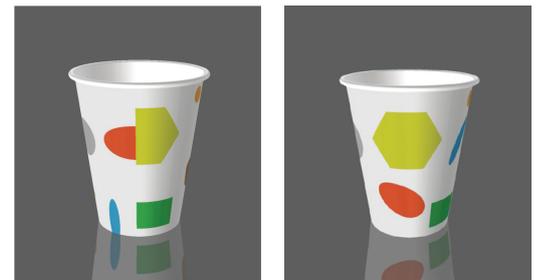
- \* Please be advised on some principles about linking the design elements by the sealing zone. If you choose to link some objects through the sealing zone, please note that there might be up to 1,5 mm objects mismatch after the formation of the cups.



- \* When designing the Artwork, please note that objects at the sealing zone are matched based on the visible area, but should be continued to the bleed zone.



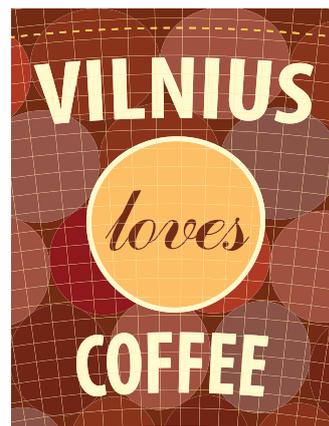
- \* Object matching at the sealing zone is not mandatory and it is entirely your choice.



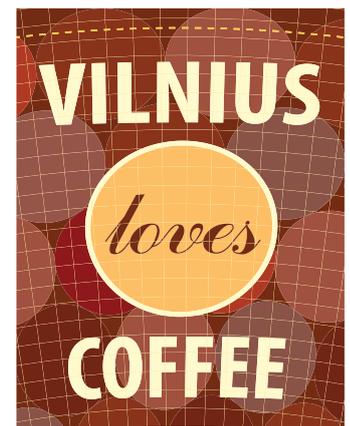
## WARP HELP LINES

If you choose to use warped template please pay attention to help lines (yellow). Objects in the Artwork should be bent parallel to the vertical and horizontal help lines. The examples are shown on the right.

Good



Bad



- ! This is a must.
- \* This is preferable.