



## \* Template

- SAFETY ZONE: Keep important text and logos within this area.
- DIE LINE: Indicates visible area within the cut out portion of the sleeve.
- BLEED: Extend background color or graphics to this line.
- GUIDES: Indicate center placement for logos and graphics on each side of the sleeve.
- FOLD: The sleeve fold is indicated by a dotted line and will not be printed. Do not place logos over the fold line.

## \* Instructions for Use

Open in Adobe Illustrator in CMYK color mode. Save artwork as .ai or .pdf.  
Place artwork in layer labeled ARTWORK.  
Vector logos and graphics are generally required. Raster artwork such as photographs or painted images must be at least 300 ppi.  
Any linked graphics must be embedded.

## \* Text Guidelines

Package all fonts or turn type to outlines. Outlined text may not be edited, so keep a separate working version for any revisions.  
Avoid using thin serifs, delicate scripts, or ornate typefaces for reversed out text at small sizes.  
4 pt. minimum for positive type and 6 pt. minimum for reversed out type. Avoid reversed out text across multiple colors.

## \* Color Considerations

Each color is printed with its own photopolymer plate on a flexographic press.  
6 colors maximum for spot color artwork. Create Spot Color swatches and name as PMS number.  
If Pantone colors are not known, we will select the nearest match.  
Raster images or artwork with more than 6 colors may be printed in process color (CMYK).  
Color on screen may differ from printed result. Consult Pantones Solid Coated or Uncoated book for accurate color.  
The paper stock and finish selected will affect the printed appearance. Gloss finish is available on white paper stock only.  
Because inks are translucent, they will print darker on kraft paper and will not appear opaque.  
An opaque appearance on kraft can be achieved by underprinting white, which requires an additional plate.  
Metallic, fluorescent, and other specialty inks will incur additional fees. Metallic inks require a gloss finish and are not recommended on kraft.

## \* Additional Information

Each plate prints 4 sleeves at a time, so up to 4 designs can be printed per order.  
A 17% arc will be added to artwork during proofing to accommodate the curve of the sleeve. Some distortion will occur but is corrected once placed on cup.  
Sleeve a Message byline and Patent # are required on all sleeves. Placement may be altered as needed.  
If artwork is not available or does not meet printing requirements, Design Services are available for \$50/hr prorated to the nearest half hour.  
Some artwork may not be suited for flexographic print.

Sample Proof Layout



|                |                     |       |  |
|----------------|---------------------|-------|--|
| PANTONE 350 C  |                     |       |  |
| PANTONE 350 C  | PANTONE Yellow      | 23.40 |  |
|                | PANTONE PMS Blue    | 1.00  |  |
|                | PANTONE PMS Blue    | 75.00 |  |
| PANTONE 3501 C |                     |       |  |
| PANTONE 3501 C | PANTONE Dark Blue   | 45.00 |  |
|                | PANTONE Blue Purple | 11.40 |  |
|                | PANTONE Black       | 6.40  |  |
|                | PANTONE Black       | 37.00 |  |

Sample Paper and Finish Options



White Matte with Spot Colors



White Gloss with Spot Colors



White Gloss with Process Color  
(Matte not recommended)



Kraft with Spot Colors



White Gloss with Metallic Inks  
(Matte not recommended)