

Please supply all artwork in vector format. Designs that are provided as rastered pixel imagery must be redrawn for offset plates. Creative fees apply for redraws of supplied custom art files that are not provided in vector format.

**VECTOR ART**



Vector art is built from geometric points, lines, and curves that allow limitless scalability.

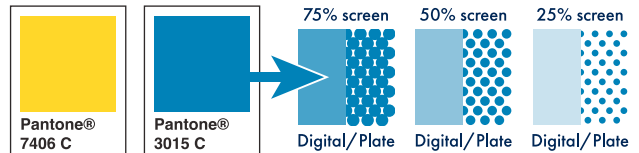
**RASTERED GRAPHICS**



Rastered graphics are a fixed grid of pixels that represent a comprised image, and are limited to their original resolution.

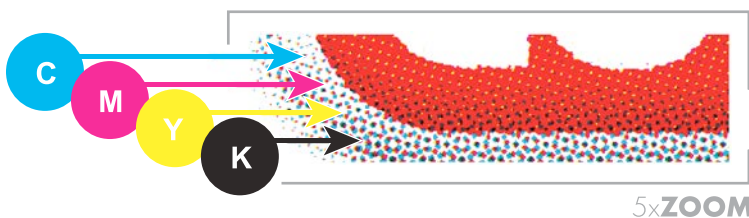
**OFFSET PRINTING (PLASTIC AND FOAM CUPS)**

Printing technique in which inked artwork is transferred from a plate, to a blanket, then onto the cup. Pantone® colors are selected and utilized to produce a multi “spot” color print. Spot colors are not overprinted to eliminate ink contamination, but may be printed in dot screens to lighten their appearance. All plastic and foam cups are offset printed at Morrison Cup Solutions. Here is an example of a spot color logo and how it can be screened:



**PROCESS PRINTING (PAPER CUPS)**

Printing technique in which artwork is produced by blending cyan, magenta, yellow, and black inks (“CMYK”). Although vector art is always preferred, this is the only method of print which rastered graphics can be produced. Paper cups are the only process printed cups at MCS. Here is an example of how these inks create a final image:



Adobe Illustrator, Photoshop or vector based PDF files are the preferred file types for custom art submittal. Any linked files should be included and not embedded. Please send font files where additional typesetting is required. Layered Photoshop files should be at least 150dpi resolution (300dpi is preferred).

Custom dieline templates are available upon request for most cups, mugs, sleeves and bags. Please submit all cup art straight, not curved to cup shape. Please be advised that custom art mockups are digitally rendered and do not always reflect pre-press adjustments and inks. Please supply custom designs on the "art" layer of the dieline template, and call out any Pantone® colors to be printed. Maximum color quantities vary by cup, so please refer to sales quote for maximum color plates available.

All trademarked, third-party art requires a written approval by the federally registered license holder before production can take place. For instance, if a cup is to be printed with a Coca-Cola® logo included in the design, a formal written approval or email is required by that customer's Coca-Cola® representative before production.

### CUSTOM ART REQUIREMENTS/PRECAUTIONS FOR OFFSET PRINTS

#### POSITIVE TEXT MINIMUM:

6 POINT  
REGULAR

#### NEGATIVE TEXT MINIMUM:

10 POINT  
BOLD

#### POSITIVE STROKE MINIMUM:

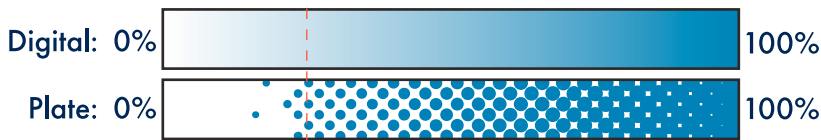
0.5 POINT

#### NEGATIVE STROKE MINIMUM:

2 POINT

Avoid designing with:  
**TRANSPARENCIES,**  
**DROP SHADOWS,**  
or **RASTERED EFFECTS.**

Do not design with screens or vignettes less than 30%



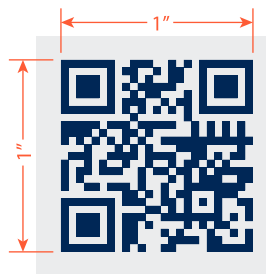
Screens less than 30% will not transfer to printing plates.

Photo quality art must be converted to vector (line art).



#### UPC CODES:

- 0.75" x 1.50" minimum size.
- Will require white ink bounding box on clear cups.
- Must print at 90° (as shown).
- MCS will generate vector code for production.



#### QR CODES:

- 1.00" x 1.00" minimum size.
- Will require white ink bounding box on clear cups.
- MCS will generate vector code for production.

↑ BLUR RISK ↑  
KEEP INTRICATE ART  
AND TEXT NEAR CENTER  
OF PRINT AREA  
↓ BLUR RISK ↓



**SWEET SPOT** for UPC and QR code placement is at the left-center of the full image area. Any UPC or QR



code placed outside the sweet spot will risk blurring, and make it difficult for electronic scanning.