

ART WRAP:

COVOCUP

Our 16 oz. template
measures 7.5" x 5.9"

Your artwork will require safe zones

.25" on Right side
.125 -.25" from the remaining sides.

16 oz Flat Template
7.5" x 5.9" NOT INCLUDING BLEEDS
Arc = 16%

Keep important elements of your design out the "safe zones"

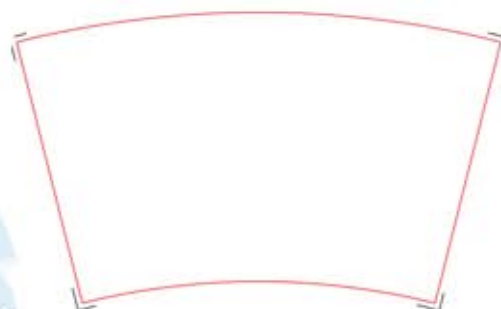
VECTOR FORMAT RECOMMENDED!

Open the Covocup Illustrator template
Place your artwork on the "ARTWORK" layer.
Warp your artwork at 16%.

Select your warped artwork and align with the warp template.

Create a "White ink" file of the art work and place on the "WHITE INK" layer. **DO NOT rename this layer.**

Make sure your "White Ink" and "Artwork" layers align together.



The best way to avoid artwork distortion is to treat the two sides as separate graphics.

Working with two individual logos will give you more control over the arc.

INSERT GUIDELINES

Below is a sample of our arced templates with alignment guides that will help your customers set up their artwork and make the files "Print-Ready".

We have set up this template with 5 layers. The 3 layers that you see represented below are LOCKED layers, used for reference and alignment only. Align all text on these guidelines to insure proper appearance.

There is a layer to place your actual colored artwork, using the guides shown.

There is also a layer called White Ink, to place artwork that will print as White Ink back-up. DO NOT rename this layer. You can "Copy" everything on your artwork layer, "Paste in Front" and move to White Ink Layer. This will guarantee that the layers are the same. Then, re-color it with White Ink swatch.

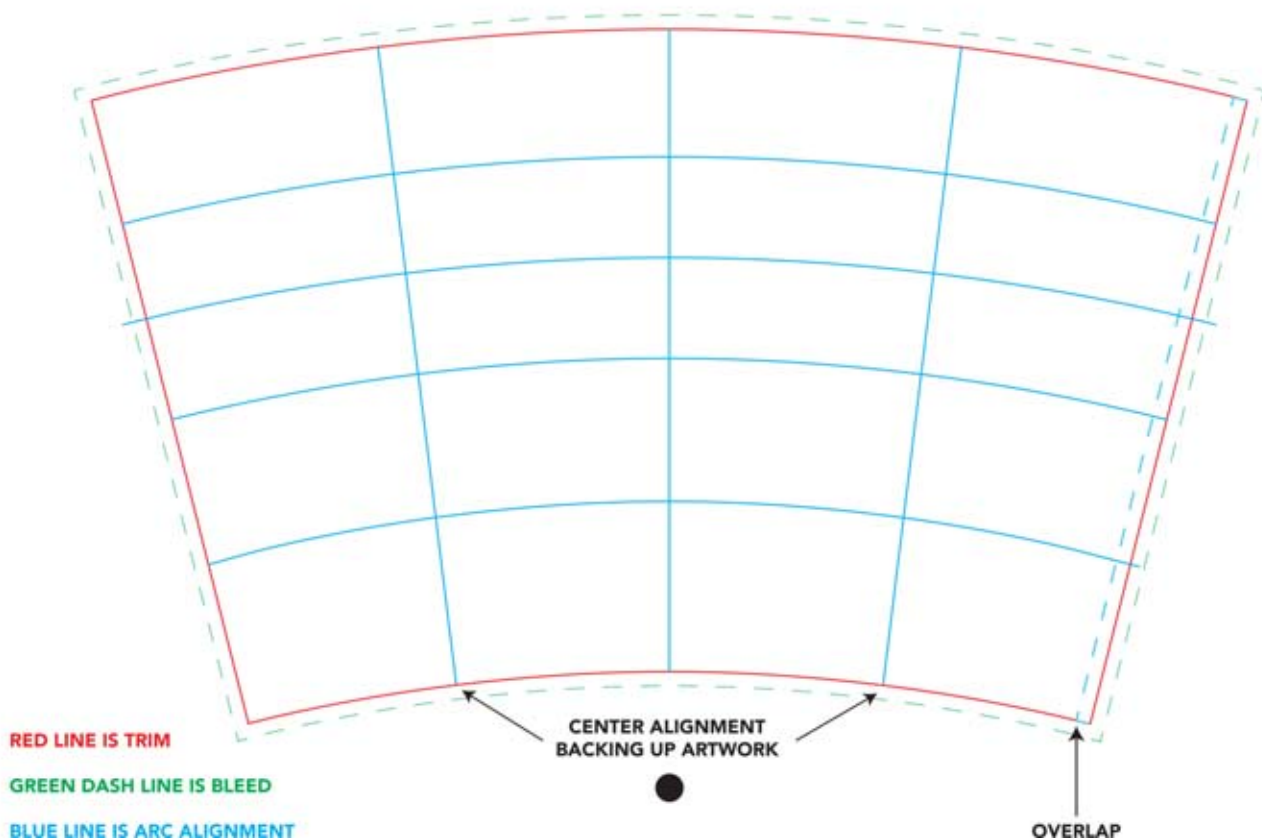
We will supply you with this template. There is also a Spot ink swatch with the same name (White Ink). All white back-up must use this swatch color, which is recognized by our RIP and our press.

DO NOT rename this swatch (shown as lavender in our template)! Do not use CMYK White, because it has Zero Value and will not print.

White Ink appears above the artwork layer, and all White Ink should be set to overprint.

Ideally, ALL artwork should have a white back-up, to make the artwork "Pop". The only exception should be small text printing in black. Black and White Inks are opaque. Cyan, Magenta and Yellow are translucent. Unless you want a transparent look (commonly in backgrounds), use white back-up.

16oz CLEAR INSERT TEMPLATE



Submitting your artwork

Vector images



Vector wireframe.



Vector with fills & effects.

- Scaled to any size in same quality.
- Can be printed at any resolution.
- Can be easily converted to raster.

File types:

EPS, AI, CDR, PDF

What is it?

Vector images are created by a series of shapes that are connected by curved or straight lines, they are made from clean lines and are allowed to be blown up to any size without ever worrying about losing quality.

Bitmap Image



Vector Graphic



Raster images

- Scaled up image will lose quality.
- Extra time to convert to Vector.

File types:

TIFF, PSD, BMP, PNG , JPG , GIF

What is it?

A bitmap or raster graphic image, contains thousands of colored squares called pixels. The number of pixels used to make up the image is what determines the resolution of the file.

When you make a bitmapped image larger, you are just making the squares bigger, the more you enlarge it, the bigger the squares are and more noticeable they become, your image will start to develop jagged edges.



How a low resolution file appears on a website.



How the same low resolution file would appear when printed.