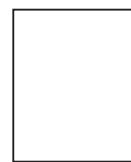
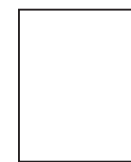




DART CONTAINER CORPORATION CUP SIZE: **24X16**



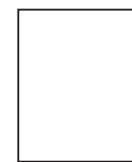
Pantone 1



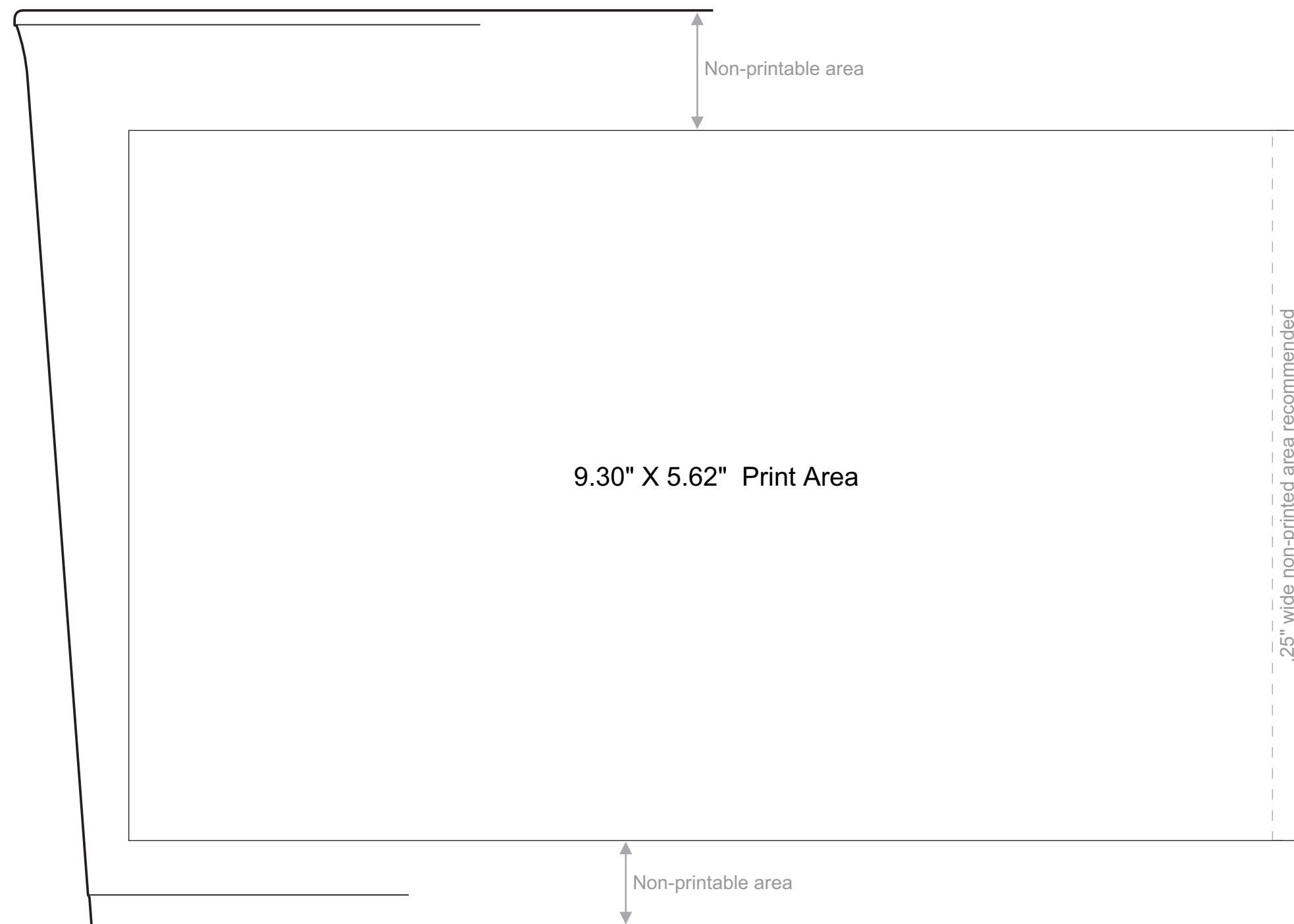
Pantone 2



Pantone 3



Pantone 4



24X16 Cup profile provided for reference.

Please specify Pantone® colors in your design. Refer to the Cup Print Design Considerations found on page 2 of this document for printing specifications and helpful design information. E-mail completed files or graphics questions to **artwork@dart.biz**



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## CUP PRINT DESIGN CONSIDERATIONS

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The following are considerations that should be taken into account when designing artwork or logos to be printed on Dart foam cups, translucent cups, and clear PETE cups. Designs that do not meet the below guidelines may require alterations to make the artwork suitable for the print reproduction process. For graphics related questions please contact [artwork@dart.biz](mailto:artwork@dart.biz).

1. Color separation must be maintained throughout the design. We do not overprint or trap colors. Wherever two colors come together in the design, they must be separated with a thin space. This white line is the color separation. Depending on the color combination the minimum separation between colors is usually between .006 inch and .020 inch. Dart will incorporate this separation into the design if it is not present on the art we receive.
2. We can print a maximum of four spot colors on foam and translucent cups, six on our clear PETE cups. Our ink colors are matched to the Pantone Matching System®, coated stock. Black is considered a color. We do not print "four color process", or overprint two colors to create a third color.
3. Smearing can occur at the top and bottom of the print area during printing. Because of this, detailed images and small type should be located as close to the vertical center of the cup as possible.
4. Reverse type has a tendency to fill in. Fine line type or small type in reverse should be avoided when possible. Reverse type will print best if open typefaces of a bold weight are used, and it is located near the vertical center of the cup.
5. We recommend a .25 inch or larger break where the printing begins and ends. We can print some designs that overlap; however, the overlapped area will appear darker in color and may have some misalignment.
6. Large areas of solid dark color may not print well. Color variation can occur between the center, top, and bottom of the solid area. Also, solid areas of dark colors can point out color variation within print runs and from one print to another. Using light colors and breaking up large areas of solid color with white space, or other colors, will result in a better appearing print.
7. Halftone screens of a color can be used to create a lighter shade of that color. Our screens print at 65 lpi. We cannot guarantee that specific screen values will be achieved on the production print. Screens should be placed toward the vertical center of the printing area to minimize the possibility of smearing. As a general rule, horizontal line screens print better than dot screens. We are limited in our ability to print screens that blend from one color to another.
8. Your art, for our use, should not be distorted or curved in any way.
9. When submitting artwork:

We prefer vector art. In most cases if we receive art that is not in this format the process may be delayed as we attempt to obtain vector art or recreate the provided art.

**File format:** Adobe Illustrator is the ideal file format. Other vector based formats are acceptable. Please avoid page layout applications (Quark Xpress, InDesign, Pagemaker).

**Images:** We can print raster images, however they will print as one color (monotone) at 65 lpi. Ideally the image should be linked in an Illustrator document.

**Fonts:** All fonts should be converted to outlines/paths, or provide the actual font file.