

# PREMIUM SLEEVE

## Template Instructions



### Before Starting...

Within the zipped file we have included a PDF "Sample Premium Sleeve". Please review this first and use it as a reference when laying out your graphics. Our template is very different from others on the market.

**Template file** - The supplied AI and PDF files are vector based and can be edited using Adobe Illustrator or other vector based programs. Save your file in AI or PDF format.

### Layers -

**Art Layer** - Place your graphic elements on this layer

**Dieline** - This shows the final die cut shape of the coffee sleeve.

**Guideline for Artwork** - Use these guides to assist in centering content vertically and horizontally

**Website & Patent** - We generally print our website and Patent number on the sleeves. You are permitted to change the colour to best suit your design.

**Masks for cropping** - If you are using full bleed background graphics then you use these masks as clipping masks for the front and rear of the sleeve.

**Fonts** - Convert all fonts to outlines whenever possible.

**Color Mode** - Work in the CMYK color mode (not RGB). All files are converted to CMYK prior to printing.

**PMS (Pantone) Colors** - We convert all supplied PMS colors to their closest CMYK equivalent. We can print in actual PMS colors, however additional charges apply (contact us for pricing).

**Images** - For best print results images should be 300dpi at the final size they will print at. When images are enlarged the resolution decreases. Embed all images (do not keep them as links).

**Arcing Graphics** - When sleeves are placed around a cup, text and graphics tend to look like they are pointing downwards due the taper of the cup. We generally add arcs to your graphics whenever possible and these will be shown when proofing to you. You may also add arcs (approx 3-4%) to your design if wanted prior to sending to us.

**Proofs** - We will provide a PDF proof for your approval prior to starting printing.

**Submitting Artwork** - Email artwork to [graphics@hotshotsleeves.com](mailto:graphics@hotshotsleeves.com) or upload files through the website