



bettercup.®

Pad Printing Design Specifications.

Below is what is required for a successful print and some examples of designs that work well. We allow ~1 week to finalise a design and meet the deadline so please ensure this is provided as quickly as possible to avoid delays by going back and forth on design changes.

File Type

1. .ai file or vectored pdf with separate elements, as high quality as possible
 - a. [What is a vectored pdf?](#)
2. Any text is outlined as an object to ensure the fonts can be matched
 - a. [Illustrator instructions](#)
 - b. [Adobe Pro instructions](#)
3. Pantone colour code if not black or white
 - a. [Pantone code chart](#)

Design Tips

1. Maximum width of printing is limited by the curve of the cup.. Max printing widths are:
 - a. 38mm for tumblers and stemless
 - b. 32mm for tasters
 - c. 26mm for flutes
2. We will resize your file but this means longer designs over wider designs look better and small print may be hard to read
3. Simple, clear designs print best! Think logos, bold text without shading or gradients

Designer Assistance

If you aren't able to provide the design file as above, send over whatever files you have and we can engage a designer at the below rates. Complexity and price will be confirmed with you before going ahead:

- | | |
|---|-------------------------------|
| 1. Basic file conversions / outlines | \$100 + GST |
| 2. Colour changes, updates and multiple changes | \$150 + GST |
| 3. Complete design service | \$POA depending on complexity |

Examples of designs that print well

