

Custom IML Artwork Specifications.

Dimensions

Files to be set up as per the enclosed template. The template will indicate the correct amount of bleed, clearance areas and panel location. The template includes measurement lines for standard drink pouring (within 5% accuracy once printed). Please delete any measurement lines not required for your design.

File Format

Preferred formats are PDF compatible Illustrator File or PDF. Support for full Adobe Creative Suite CC and earlier and Illustrator, InDesign, Photoshop (for images only, not text) and PDF. Text and logos should always be supplied as vector art for crisp sharp edges, not rasterised (pixel) art.

Images

We require an effective resolution on 300dpi for print. Images supplied with resolutions below our requirements may be rejected and have to be re-supplied.

Colours

Max 6 colour print including CMYK and max 2 pantone colours.

Note that "neon" colours will not show as boldly with the CMYK printing process. If you wish to include these colours please allow for the use of a pantone colour.

Text

Minimum font sizes as follows:

- Positive Solid Colour – Sans Serif 5pt – Serif 6pt
- Positive 4 Colour – Sans Serif 7pt – Serif 8pt
- Reversed Solid Colour – Sans Serif 8pt – Serif 9pt
- Reversed 4 Colour – Sans Serif 8pt – Serif 9pt

Boldness

Elements can be presented transparently or become bolder with white ink placed behind them. Please include a separate file or layer showing areas where a white should be placed behind the elements that you wish to appear brighter/bolder. The minimum width for white placement behind a shape or text is 1-1.5mm depending on the shape. The separate proof should be in a single colour (ie magenta) to show the white-backed elements.

Custom IML Terms.

Deadlines

The IML label production is complex and can take 4 - 5 weeks. The cup production is additional to this and will depend on cup quantities. Because of this timeline, any deadlines provided to you are strict in order to meet your delivery requirements.

Designer Assistance

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

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

Cancelled Orders

To produce a hard copy proof, we complete what is called a "pre-press". This requires digital file set up and cutting the proof to then fit an example cup for your approval.

In the event that your order does not go ahead but a pre-press has been created, an invoice of \$500 + GST will be issued to cover this cost.

Delivery

Shipping is estimated based on business-to-business deliveries during normal business hours only. Residential deliveries, pick ups, or out of hours deliveries will incur an additional charge.

Bettercup cannot be held responsible for delays caused by couriers. Please advise us if you become aware of any issues as you will get notification before we do (e.g. a missed delivery).

Extra charges will be incurred for failed or rescheduled deliveries, and any additional charges will be deducted from your rental bond or invoiced.

Agreement

By engaging with bettercup and accepting our quote, you are agreeing to the above terms and conditions. Please contact us if you have any questions at all at hello@bettercup.com.au or on 1800 881 888.