

Custom Print Type Guidelines

Positioning of type on tumblers must be taken into consideration on all jobs to help eliminate poor quality image problems. Size and position of type are the two most important issues when printing on sidewalls.

All Type on printed tumblers must be at least 3/32" (8 point type) or larger in capital letters whenever possible.

All Upper and Lower Case Type must be at least 3/32" (9 point type) tall or larger

NOTE: If type must be smaller than 3/32" and in some cases this will occur, the customer must sign off on the approval before running the job on press to alleviate any problems.

Fonts (typestyles) used with these minimum height guidelines must be of the light or medium weight variety. Bold faces must not be used when type is this small it will smear and be unreadable.

Size and Positioning of type on the sidewall must be taken into consideration on all jobs. Type will print fine on the upper and middle portions of the sidewall. Type printed on the bottom third of a tumbler will not be as clear and readable. On extremely tapered sidewalls such as T9S, PF9, S16, PF20, SW12 and MG12 (margarita glass) type must be kept towards the middle or upper portions of the cup for best printability and letterspacing must be added to ensure letters do not run together.

Reverse Type must be at least 1/8" (10 point type) tall in capital letters whenever possible. Fonts (typestyles) used for reverse type must be of the bold or extra bold variety. Thin or medium weight typestyles must not be used they will fill in when printed on the sidewall

Register Marks, copyright logos and trademark logos must be at least 1/8" (11 point size) tall whenever possible. Reverse Register Marks, copyright logos and trademark logos must be at least 1/8" (11 point size) tall whenever possible and must be in a bold typeface to eliminate being filled in when printed on the cup.