



Artwork/Template Instructions

Digital Can Printing

Neck of Can/Warp Zone

- If you'd like letters/words on the neck, stay away from thin fonts and place them as low on the neck as possible for the clearest print. All our templates have guidelines for the neck area.
- Avoid dark, solid colors as the CMYK print can cause some separations or striations in the color due to the angle of the can neck. Utilizing a brighter color, metallic color, or high contrast design elements can help the print look cleaner.



Examples above showcase the can neck in light color (*gloss***), dark color (***matte***) & ***metallic finish*** (gloss).

Matte vs. Gloss Finish

You can select the finish you'd like in the "Layout & Info" layer. There is nothing you've got to do other than let us know what finish you'd like. See examples of the difference between the two below.



*****Gloss Finish*** (left) and ***Matte Finish*** (right).

Spot Varnish/Raised Texture Finish

To achieve this effect, you'll have to do a few things within the file itself. The "**Varnish**" layer contains the **Spot Color (Varnish)** that the printer references to print the Varnish/Gloss on the can. The rectangle of color can be edited to apply a spot gloss to specific areas of your artwork that adds a raised, glossy texture to the finish of your can. See examples and instructions below.

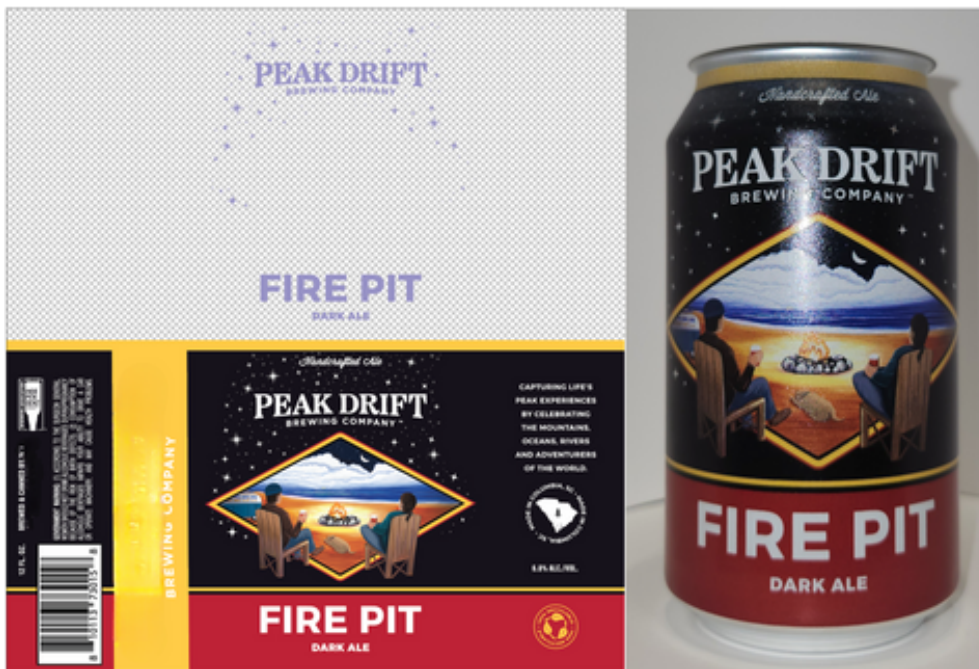
- **Spot Color (Varnish):**



- (C = 39.04%, M = 38.46%, Y= 0.0 %, K = 0.0%)
- To apply a **spot varnish** to specific areas of your artwork, simply copy and paste those areas from the "**Artwork**" layer into the "**Varnish**" layer and change all fills (and strokes, if present) to the **Spot Color (Varnish)** designated above. Remove the rectangle of **Spot Color (Varnish)** leaving only the areas you want to be printed with a **spot varnish**.
- **RULE OF THUMB:** Anything colored in the **Spot Color (Varnish)** will print a **gloss finish**. The rest of the can will be printed in a **matte finish**.
- **IMPORTANT NOTE:** When finished editing, the only color that should be in the "**Varnish**" layer is the designated **Spot Color (Varnish)**.



****Gloss Finish** (left) and **Spot Gloss/Varnish Finish** (right).



In this example, you'll see the "Varnish**" Layer only has the **Spot Color (Varnish)** over the stars, "Peak Drift Brewing Company" and "Fire Pit Dark Ale." Only in those areas did the final print have a **glossy finish**. It can even be felt!

Metallic/Transparent vs Opaque Finish

We provide a **metallic finish**, an **opaque finish** or a variation of both. Adding **metallic finish** allows the aluminum of the can to shine through the transparent paint colors (because the colors are printed directly onto the aluminum can) creating a lustrous, metallic finish. While an **opaque finish** creates a solid paint color as a layer of white paint is applied before the colors are applied to the aluminum can.

The "**White Underlay**" layer contains the **Spot Color (White Underlay)** that the printer references to print the White Background on the can. The *presence* of pink/**Spot Color (White Underlay)** in this layer will place a white background underneath your artwork when printed, preventing any metallic from showing through. The *absence* of pink on any area of this layer will automatically indicate that those areas are meant to appear **metallic** in the final print.

- **Spot Color (White Underlay):**



- (C = 1.18%, M = 46.17%, Y = 29.14%, K = 0.0%)
- To create a **metallic finish** to specific areas of your can design, simply copy and paste those areas from the "**Artwork**" layer into the "**White Underlay**" layer and utilize the Pathfinder tool to remove those areas from the **Spot Color (White Underlay)**.
- **RULE OF THUMB:** Any area colored in the **Spot Color (White Underlay)** will print a White Background before the other colors are added on top. Subsequently, any areas without the **Spot Color (White Underlay)**, will cause a **metallic finish**. IF the overlaying color (in "**Artwork**" layer) is white where the **Spot Color (White Underlay)** is removed, the outcome will be the aluminum of the can; creating what we call a "**knockout**".
- **IMPORTANT NOTE:** When finished editing, the only color that should be in the "**White Underlay**" layer is the designated **Spot Color (White Underlay)**.

BELOW ARE EXAMPLES OF HOW THIS CAN BE UTILIZED:



Examples above are as follows: **Opaque Finish (All White Background), **Spot Metallic** ("Knockout" White Background) and **Metallic Finish** (No White Background).



*This example shows how **Spot Color (White Underlay)** can be removed from the **"White Underlay" layer** to create a "knockout" in printed design. This allows the aluminum of the can to "knockout" through the printed design. Below the **"White Underlay" layer**, you'll see the **"Artwork" layer**. Notice there is white in the artwork, but it doesn't print? This is due to the **Spot Color (White Underlay)**/pink color being removed in the **"White Underlay" layer**. IF there was another color other than white in the **"Artwork" layer**, that color will print over the aluminum (without a white background printed) creating a **metallic color finish**. Example below.



*This example showcases **Spot Metallic**. You'll see the areas removed in the **"White Underlay" layer** has color in the **"Artwork" layer**; these colors will print with a metallic luster (as seen best in the "Peak Drift" logo on the can example). Please note: the colors change due to the **metallic finish**.

Color Matching

Our digital printer prints in CMYK (Cyan, Magenta, Yellow and Black) which means it mixes colors by printing multiple dots that mix to create colors. This creates limitations on certain colors such as Pantone Colors. Pantone colors are printed using a "spot color" method which means each individual color is printed one at a time, not mixed together like CMYK. This is why every file needs to be set in a **CMYK Color Mode** (instructions below) to allow for better color control. If you need help matching a specific color, please contact us!

File Prep Checklist

Complete this checklist for ALL submitted can designs. This checklist helps avoid any prepress problems that can cause delays in production.

- Before you begin, please make sure you are using the correct size template for the can size you're designing and open the correct template file in Adobe Illustrator. **IMPORTANT: DO NOT ALTER THE SIZE OF THE ARTBOARD OR ADJUST THE ORDER OF THE LAYERS.**
- Imported/Created artwork must only be in the **"Artwork" Layer** in the Layers Panel.
 - ☐ Once your artwork has been finalized, your file will need to go through the following checklist: **BEFORE CONTINUING, PLEASE NOTE THE FOLLOWING IS IRREVERSABLE!! (WE RECOMMEND SAVING A COPY OF YOUR FILE IN CASE YOU NEED TO MAKE CHANGES LATER).**
 - ☐ All files must be submitted in **CMYK color** to ensure the best color accuracy.
 - To make sure your file is in **CMYK color mode** in Illustrator, go to File > Document Color Mode > Select CMYK.
 - ☐ **Transparencies** and **Live Text** may not print properly; therefore, all need to be **flattened**.
 - To **flatten** artwork and convert **Live Text** to outlines, select **"Artwork" layer > Object > Flatten Transparency**. This will open the Flatten Transparency dialog box.
 - In the **Flatten Transparency dialog box**:
 - **Check "Convert All Text to Outlines"** and **"Convert All Strokes to Outlines."**

- **Uncheck** “*Preserve Alpha Transparency*” and “*Preserve Overprints and Spot Colors.*”
- Click “OK.”
- You can check that all **Live Text** was converted by going to **Select > Object > All Text Objects**.
- ☐ **Embed** all images and any other external **links**.
 - To check the **Links** in your file, go to **Window > Links**. Elements that are still linked will have an Adobe Link Icon next to their file name.
 - To **Embed**, use the menu in the top right corner of the **Links Panel** and select **Embed Image**.
- ☐ Select **Gloss** or **Matte** finish.
 - In the “**Layout & Info**” **Layer**, mark the finish you’d like your can to have.
 - If you chose to edit the “**Varnish**” **Layer** to create a **raised varnish finish**, the rest of the can will print with a *matte finish*.
 - If you chose to edit the “**White Underlay**” **Layer** to create **metallic finish**, a *gloss finish* will be the suggestion as the **metallic finish** will already lend to a sheen on the can.
- ☐ Save your templated artwork as an Adobe Illustrator (.ai) file and title it using the following format:
Brewery_Brand_CanSize_Year.ai

ONCE YOU HAVE FLATTENED YOUR IMAGE, CONVERTED YOUR TEXT TO OUTLINES OR EMBEDDED YOUR IMAGES/LINKS YOU WILL NOT BE ABLE TO EDIT THOSE ELEMENTS AGAIN.

QUESTIONS? We’re here to help! Please contact:

Matt Duberstein

Tap Hopper Ink Sales

Sales@taphopper.com

Karmen Bulmer

Tap Hopper Ink Sales

Karmen@taphopper.com