



CANIMAL[®] **ARTWORK** **GUIDELINES**

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Specifications, tips, and guidelines for setting up can artwork in **Adobe Illustrator** and **Adobe Photoshop**



WELCOME

Save time and money by understanding the unique setup requirements and flexibility for your artwork.

Designing with White

Printing on a shiny aluminum can is different than printing on a white piece of paper.

On a white piece of paper, you're limited to the CMYK color spectrum (16k colors). On aluminum, you can print the standard CMYK colors, **plus** a huge metallic spectrum.

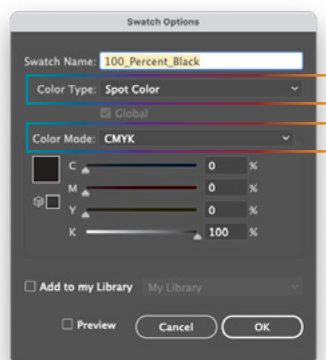
If you want to experiment with metallic colors, use different percentages of white behind your artwork for a design-popping effect. If you don't care about metallic colors, add 100% white under your artwork and you're set.



White
behind green.



No white
behind green.



Spot Color Type...and we're not talking about Pantone (PMS) colors.

When most print designers hear "spot color", they instantly think "Pantones", but your artwork color swatches need to be in the color mode CMYK **and** with the color type defined as SPOT COLOR. We know...a little strange, but it's how the magic happens.

Layer Palette Organization Matters

In the Layers palette of your Adobe Illustrator file, the "White Layer" must be ORDERED above the "Artwork Layer" and the BLEND MODE of the "White Layer" needs to be set to "Darken". This is because the printing process will first print elements on the "White Layer", then move to the "Artwork Layer" to print the CMYK elements of your artwork.

This layer ordering and blend mode setting allows a single, correctly setup artwork file, to move seamlessly through the printing process without delays.

SPECIFICATIONS

12oz. Standard Can

DIMENSIONS

7.93" x 4.32" (trim and color safe zone)

7.93" x 3.66" (text safe zone)

BLEED

None (set up artwork to trim)

FONTS

Outlined (Illustrator) / Flattened (Photoshop)

COLOR MODE

CMYK

ACCEPTED FILE FORMATS

PDF (editable)

IMAGE RESOLUTION

300 dpi (@ actual size)

State & Federal Requirements

You are responsible to meet any state and federal requirements on your artwork. Including, but not limited to: (1) **Alcohol and Tobacco Tax and Trade Bureau (TTB)**; (2) **Government Warnings** – The typeface for standard government warnings must be at least 2mm in height and meet requirements; (3) **Barcode regulations** – Tip: barcodes scan best on a can (cylinder) when lines are horizontal.

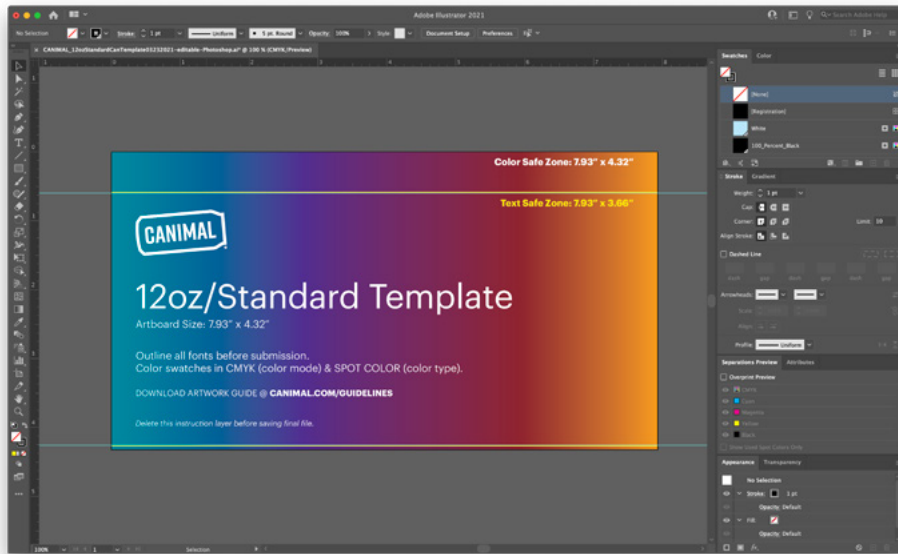
Stay up-to-date with requirements at <https://www.ttb.gov>

CANIMAL is not responsible for ensuring artwork content meets Federal or State laws.

RECOMMENDED

Adobe Illustrator Template

The Adobe Illustrator CANIMAL template is our recommended template. It gives graphic designers more freedom and control, especially with the metallic spectrum. This vector template is a quick-to-download PDF that is fully editable when opened in Adobe Illustrator.



[DOWNLOAD ILLUSTRATOR TEMPLATE \(PDF, 436k\)](#)

We **highly recommend** you use the templates provided by CANIMAL to setup your artwork files.

Adobe Photoshop Template

The Adobe Photoshop CANIMAL template assumes a designer will create a raster-based design, and CANIMAL will print the design on a 100% white background layer. If you're wanting metallic elements in your design, please use the Illustrator template.

[DOWNLOAD PHOTOSHOP TEMPLATE \(PSD, 7.5MB\)](#)

TUTORIALS

We're working on creating video tutorials to help designers with artwork questions and setup.

Here are two that many designers have found helpful!



WATCH [WHITE LAYER 101](#)
(60 seconds)



WATCH [WHITE LAYER 201](#)
(5 minutes)

For more videos, please visit:
animal.com/resources