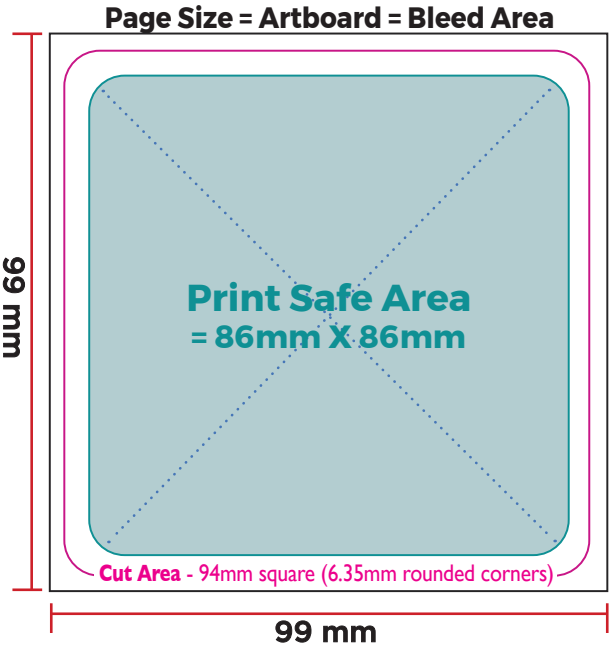
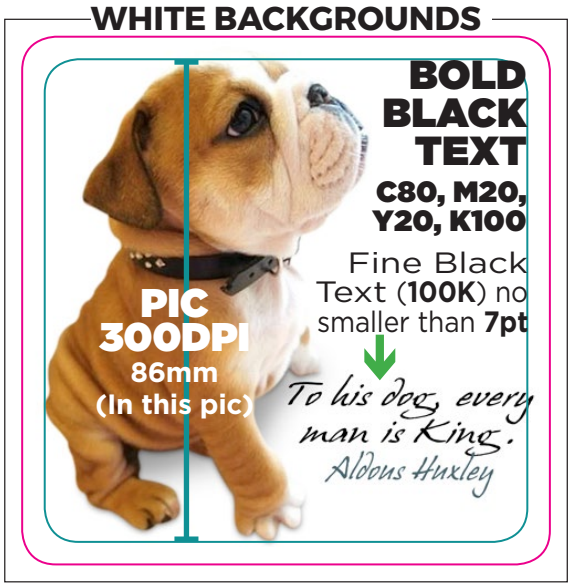
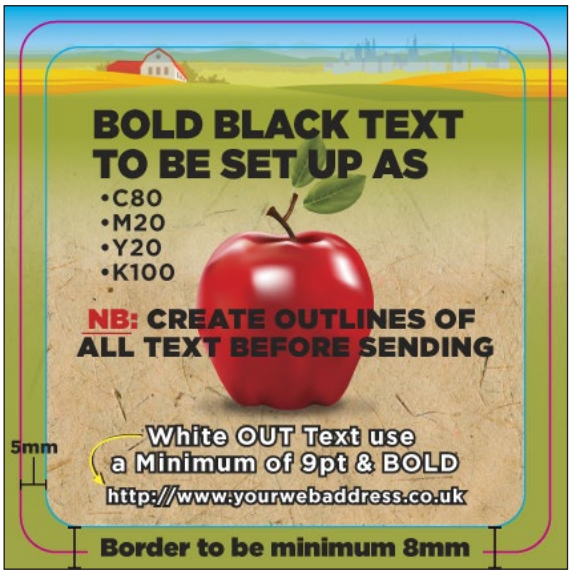
ARTWORK SPECIFICATION SHEET FOR 94mm SQUARE BEER MATS







As with any print job, no matter how experienced the printer, it is the origination that makes all the difference. Please take time to follow this simple checklist while setting up your job to ensure a quality end result. Thank you.

These guidelines illustrate how to set up a **94mm square beermat.** For any other size the same principles will apply.

SET UP:-

1) Start off with a Page Size (Artwork + Bleed Area) of 99mm x 99mm.
2) All text MUST be within the Print Safe Area. Draw an 86mm x 86mm square with rounded corners and centre it in the middle of your Page (Artboard)
3) The magenta line shows where we will CUT the mat (94mm)

If adding Backgrounds please remember:-

1) Use high resolution photographs (set to 300DPI) ☐
2) Keep Solid background colours simple, make them up out of 2 or 3 Process Colours (CMYK) maximum NO Pantone Spot Colours. Set your swatches Colour Mode to CMYK and Colour Type to Process. ☐
3) If you want a Border (we recommend you don't) make it at least 8mm thick to include 2.5mm bleed. ☐

When adding Text please remember:-

1) When using small or fine Black text (100k), this should be no smaller than 7pt ☐
2) When using Black on a coloured background or picture, please use Rich Black (Cyan 80, Magenta 20, Yellow 20 and Black 100) ☐
3) On a coloured background White-Out Text MUST be no smaller than 9pt ☐
4) For Small Coloured text, on a white background, try use no more than 2 CMYK colours, again NO Spot Colours! ☐
5) Keep to bolder/ thicker fonts, always better not to use fine/thin fonts, wherever possible. ☐

On Creating your PDF file to send to us.
Please follow these guidelines:

1) We DO NOT NEED any Printer Marks - NO Colour Bars, NO Bleed Marks and NO Tick (Crop) Marks. ☐
2) NB: Create Outlines of all fonts, unlicensed fonts will not print, as a PDF cannot embed them. ☐
3) Save as a High Resolution (Press) PDF at 300DPI ☐
4) Save each front and back separately and name them clearly ☐

We die-cut your mats to 94mm square with (6.35mm) rounded corners, unless a special shape has been arranged.