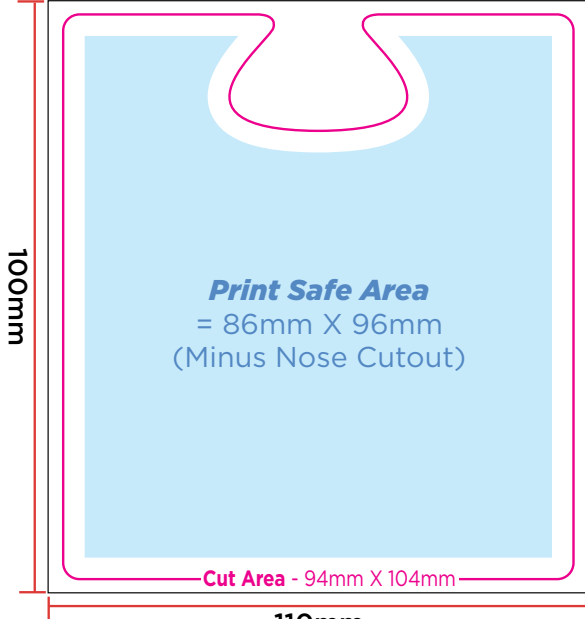




FACEMATT ARTWORK SPECIFICATION SHEET FOR 94mm X 104mm Beer Mats

Page Size = Artboard = Bleed Area = 100mm X 110mm



Facematt is a Worldwide Registered Trademark and is therefore acknowledged on the back of all Facematts we produce (see our Template).

Please take time to follow this simple checklist while setting up your job to ensure a quality end result. Thank you.

SET UP:-

- 1) Start off with a Page Size (Artboard/Bleed Area) of 100mm x 110mm.
- 2) All text **MUST** be within the **Print Safe Area**. Draw an 86mm x 96mm rectangle and centre it in the middle of your Page (Artboard/Bleed Area)
- 3) The magenta line shows where we will **CUT** the mat (94mm X 104mm)

For the Front of the mat, please remember:-

- 1) Use high resolution photographs (set to **300DPI**)
- 2) Please ensure that there are **No Copyright infringements** if photographs are supplied by you.
- 3) Your Logo can be placed on the front, positioned bottom right or left.

For the Back of the mat, please remember:-

- 1) 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**)
- 2) When using small or fine **Black text (100k)**, this should be no smaller than **7pt**
- 3) When using **Black** on a coloured background or picture, please use **Rich Black (Cyan 30%, Magenta 30%, Yellow 10% and Black 100%)**
- 4) On a coloured background **White-Out Text** MUST be no smaller than **9pt**
- 5) For **Small Coloured text**, on a white background, **try** use no more than 2 **CMYK** colours, **again NO Spot Colours!**
- 6) 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 X 104mm with (6.35mm) rounded corners.

