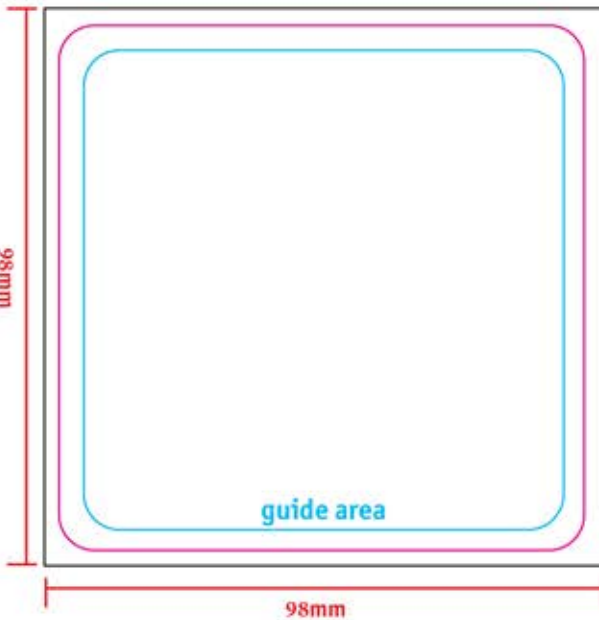


BeerMat Artwork Specifications - Full Colour

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work area



As with any print job, no matter how experienced the printer, it is the origination that will make all the difference to the final product. Please take the time to follow these simple steps while setting up your job.

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

- Decide on the size you want to order - 94mm x 94mm -
- Add 4mm to get your work area - 98mm x 98mm
- Subtract 12mm to get your guide area - 86mm x 86mm

- Start off with a work area of 98mm x 98mm.
- Add an 86mm x 86mm guide area with rounded corners centred in the middle of your work area. All text **MUST** be within this guide area. **The magenta line shows the cut edge of the mat (94mm)**

- Add the background elements to the work area but remember:

- Use high resolution photographs (300dpi or higher)
- Keep solid background colours simple (made up of 2/3 process colours maximum)
- If you want a border (we recommend you don't) make it at least 8mm thick

- Add text but remember:

- Black text (100k) should be no smaller than 6pt
- White text on a coloured background **MUST** be no smaller than 9pt
- Coloured text should be made up of no more than two process colours
- Do not use fine/thin fonts, keep to bolder/thicker ones

- Save your file ready to send to us but remember:

- Remove all guides and tick marks or we will print them!
- Embed or outline fonts - Save as a high-res PDF (125 pixels per cm or higher)
- Save each file separately and name them clearly

- We will print your mats and die cut them to your required size - 94mm square with (6.00mm) rounded corners.

