

## Artwork Guidelines

### ONLINE ORDER GUIDELINES (orders placed through the website)

Here at Mosaic we have invested in the best technology and machinery but it doesn't matter how good all that is if the design or artwork is set up incorrectly. Don't worry, we have been producing beer mats for over 20 years so we know what works and, more importantly, what doesn't work. With that in mind we have come up with a set of instructions/guidelines for you to follow:-

1. Start with a page size that is 100mm x 100mm. This represents the 94mm finished size of the mat plus 3mm bleed on all sides. 3mm Bleed is required if you have a background colour or image that you want to print up to the edge of the finished mat. NB: If you are using Photoshop set the resolution to 300 pixels/inch.

#### *Q: Why do we need bleed?*

When producing the mats we get stretch on the board and movement when cutting. If you only had the image printing to the edge of the mat (94mm x 94mm) you would end up with uneven white edges on the finished mat. By extending the background by 3mm all the way around beyond the edged of the mat ie to 100mm x 100mm this resolves this issue.

2. Keep all elements that you do not want to be trimmed into or off within an 86mm x 86mm "Safe Area".

#### *Q: Why do we have a 'Safe Area'?*

We have a Safe Area because of the board stretch and movement during production. Any element that sits outside this 86mm x 86mm area may get cut off or trimmed into on the finished mat.

3. If you want a border on your design this needs to be 7mm.

#### *Q: Why do we need such a large border?*

7mm includes the 3mm bleed plus the 4mm to but up to the Safe Area. If you make the border smaller than 4mm any movement we get during production will appear more obvious and the borders even more uneven. For best results we would advise avoiding borders in your design.

4. Make images a minimum of 300dpi in resolution, at 100% size, and do not enlarge them anymore than 20%.

#### *Q: Why do we need a minimum resolution and maximum enlargement.*

The quality of the image depends on the resolution. If the image is less than 300dpi it will begin to pixelate and appear bitmapped. When you enlarge an image this reduces it's resolution.

5. When using text please convert all fonts to outlines. If you are using Adobe Illustrator or InDesign you can do this from within the application. For all other applications save the file as a 300dpi jpeg. We also advise a minimum of 7pt font size for dark text sitting on a light background and 8pt BOLD for all light text reversing out of a darker background.

#### *Q: Why do we need text converted to outlines?*

Fonts are a nightmare!! If you have downloaded a font or do not have a full license it will not embed properly and the font will not print. By converting to outlines the text becomes a vector/path so the font is no longer required. By saving as a jpeg all elements are saved as one complete image and this will eliminate any font issues.

#### *Q: Why do we advise a minimum font size?*

To do it's job properly beer mat material has to be very absorbent. Imagine dropping some ink onto some kitchen roll and seeing it spread. The spread of ink isn't as apparent on the beer mat material but you can see what we mean. Because of this spread two things can happen. Dark text that sits on a light background can become 'bunched in' if it is too small and light text reversing out of a dark colour can 'fill in' when the ink spreads making them unreadable.

6. Beer mat material does soak up some of the ink so please bear in mind that colours may look less vibrant than you see on your screen. Likewise there is an element of dot gain so very dark colours can end up looking almost black when printed. We only print out of CMYK so please do not use any spot/PMS colours. If you want a job printing out of a specific spot colour please contact the sales team for a quote. If you do have any solid black areas or very large black text please colour up as 20% Cyan, 20% Magenta, 20% Yellow and 100% Black. For all other black text please ensure it is coloured as 100% Black only.

7. Save your file as a 300dpi jpeg with **CUTTER, BLEED AND SAFE AREA GUIDES REMOVED** and upload to the website.

*Download our templates to help you further.*