

ARTWORK SPECIFICATION SHEET

94MM SQUARE BEERMATS



Safe Area: Please keep all your important information eg: logos / text/ social media icons within this line for optimum finishing and not to be left disappointed with the finishing of your beer mats.

Beermat Cut Edge: This is where your beer mat will be trimmed, please avoid putting any important information near this line as it will get trimmed off when it comes to cutting your beer mats.

BLEED AREA: Make sure you include at least 3mm of Bleed around all edges of your artwork that extends to the edge of your Beermat this includes: Background Colours / Images / Patterns etc.

DESIGN GUIDELINES

Templates

To make artwork setup simple, we recommend downloading the relevant product template from our templates section. Don't forget to delete the template layer before exporting your design to PDF.

Colour

For best printing results, ensure your artwork and images are CMYK. If you use RGB, Pantone or spot colours in any element of your artwork, we will automatically convert them to CMYK which may change your colour profile.

Fonts

To eliminate any font issues, make sure all fonts are 'embedded' or 'converted to outlines' before creating your PDF print file. To ensure legibility, we recommend using a minimum font size of 10pt.

Image resolution

For optimal image print quality, ensure all images are 300dpi to 450dpi. Anything lower than 300dpi will give poor image quality. Images higher than 450dpi will result in high file sizes and may cause longer upload times.

Crop marks and bleed

To avoid alignment issues during cutting, be sure to include 'crop marks' (offset 10mm) and 'document bleed' or manually added 3mm Bleed on your artwork when exporting your artwork file to PDF. Refer to our product templates for the required bleed specifications.

File format

To meet our File Supplying & Print Requirements, ensure your file is saved as either: Pdf / Tiff / Hi-res Jpeg

ARTWORK SPECIFICATION SHEET

94MM CIRCLE BEERMATS



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