

# ✓ ART CHECK LIST – COUNTER MATS

**A quick test to ensure success!** Art and digital files that pass this pre-flight "test" usually flow through our system with ease. These guidelines are also explained in detail at [www.CounterPointMats.com/production](http://www.CounterPointMats.com/production). Art requirements for all of our products conform to sm@rt code "4C" (300ppi or vector art as 4-Color Process) as well as sm@rt code "4S" (300ppi or vector art defined as COATED Pantone® spot colors).



## 1 Layout

- ✓ 1/8" Bleed when art extends off of the mat
- ✓ Critical elements at least 1/4" inside mat edge

## 2 Image Resolution

Image resolution MUST be 300ppi or higher. EVERY file used to create the final piece MUST be included and editable. This includes linked or placed files.

- ✓ Save images at 300ppi/dpi, sized to 100%
- ✓ Save images as .psd, .tif, .eps, or .ai files
- ✓ Include editable versions of *all* files

## 3 Fonts

- ✓ Reverse Type at least 18pt serif, 12pt sans-serif
- ✓ Convert all fonts to outlines/curves
- ✓ Include all Screen & Printer fonts

## 4 Software ✓ MAC ✓ PC

- ✓ InDesign® ✓ QuarkXPress® ✓ Hi-Res PDF
  - ✓ Photoshop® ✓ Illustrator® ✓ CorelDraw®
- Word, Publisher, PowerPoint, and Excel are not acceptable file formats.

## 5 Media

- ✓ FTP: [www.CounterPointMats.com/upload](http://www.CounterPointMats.com/upload) (3-80Mb)
- ✓ Email your Product Specialist directly (<3Mb)
- ✓ CD ✓ DVD

## 6 Color Target / Output Sample

Include a complete, full sized hard copy of the composite art submitted. These may be color or black & white, but must be printed from the final file(s) you provide. Print 4-Color Process targets using calibrated output devices.

- ✓ Calibrated Color Target ✓ Black & White
- ✓ COATED PMS Color Callout

## 7 Colors – Process & PMS

Colors should be defined as either spot or CMYK. Spot colors will be matched to the Pantone® COATED Color Guide. Converting spot or RGB colors to CMYK may produce unexpected or undesirable results.

- ✓ CMYK 4-Color Process ✓ COATED Pantone® PMS

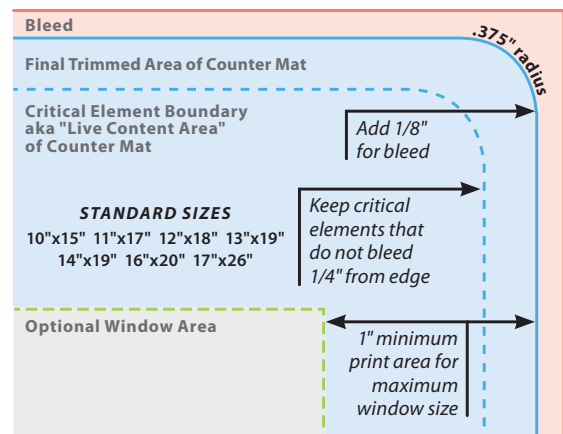
## 8 Design Tips

- ✓ Avoid small type and other thin elements for fabric counter mats
- ✓ Include all files, including fonts and images
- ✓ Avoid borders, text, and art elements that run close to and parallel to the pad's edge
- ✓ Convert fonts to outlines/curves
- ✓ For a list of standard fonts available for typesetting, visit [www.CounterPointMats.com/fonts](http://www.CounterPointMats.com/fonts)
- ✓ Supply a printed copy of the final layout and color samples or color targets

## 9 Corner Radius

- ✓ Standard corner radius is 3/8"
- ✓ Any other corner radius requires a custom die
- ✓ Square corners are NOT recommended

## 10 Layout Considerations



**Want to match the color of a specific item or print?  
Send it to us with your order!**