

Bleed

Final Trimmed Area of Counter Mat

Critical Element Boundary
aka "Live Content Area"
of Counter Mat

Add 1/8"
for bleed

Keep critical
elements that
do not bleed
1/4" from edge

.375" radius
Bleed

9" x 11"

Bleed Size: 9.25" x 11.25" / Final Counter Mat Size: 9" x 11"



COUNTER MAT ART CHECK LIST

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 CounterPointMats.com/production.

1 Layout

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

- ✓ For Sublimation: at least 18pt serif, 12pt sans-serif
- ✓ For Offset and UV Ink Jet: at least 8pt
- ✓ All reversed type set to bold
- ✓ Convert all fonts to outlines/curves
- ✓ Include all Screen & Printer fonts

4 File Formats

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

5 Art Submission

- ✓ FTP: CounterPointMats.com/upload (3-80Mb)
- ✓ Email your Product Specialist directly (<3Mb)

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

7 Colors – Process CMYK

Colors should be defined as CMYK. Converting spot or RGB colors to CMYK may produce unexpected or undesirable results. Spot and RGB colors will be converted to CMYK.

- ✓ CMYK 4-Color Process

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 mat's edge
- ✓ Convert fonts to outlines/curves
- ✓ For a list of standard fonts available for typesetting, visit 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" (.375")
- ✓ Any other corner radius requires a custom die
- ✓ Square corners are NOT recommended

10 Layout Considerations

