ART CHECK LIST

A quick test to ensure success!

Digital art files that pass this pre-flight “test” usually flow through our system with ease. See also guidelines at www.bettermousepads.com/artguidelines.html. Art requirements for most 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 past edge
✓ Critical elements at least 1/4” inside 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 min 18pt serif, 12pt sans
✓ 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 art file formats.

5 Art Submission ✓MAC ✓PC
✓ FTP: (3-80Mb)
✓ Email your Sales Counselor (<3Mb)
✓ CD ✓ DVD

6 Color Target / Sample
Include a complete, full size print of the composite art when possible. Print 4-Color Process targets using calibrated output devices. Submit items for color matching when your order is submitted. We can’t match your color target if we can’t see it!
✓ Calibrated Color Target ✓ Black & White
✓ COATED PMS Color Callout

7 Colors – Process & PMS
Colors should be defined as either spot or CMYK. All spot colors will be matched to Pantone® COATED colors. Converting spot or RGB colors to CMYK will change the color, sometimes dramatically.
✓ CMYK 4-Color Process
✓ COATED Pantone® PMS

8 Design Tips
✓ Avoid small type and other thin elements for fabric mouse pads
✓ Avoid borders, text, and art elements that run close to and parallel to the pad’s edge
✓ Include image, font, and layout files
✓ Convert fonts to curves/curves
✓ For a list of standard fonts available for typesetting, Email your Sales Counselor
✓ Supply a printed copy of the final layout and color samples or color targets

9 Corner Radius
✓ Standard corner radius is 3/16”
✓ Any other corner radius requires a custom die
✓ Square corners are NOT recommended

Please be aware of the corner radius when creating mouse pad art.

10 Typical Mouse Pad Layout

Critical Element Edge = 1/4”

Call 1-877-538-2751 or email sales@BetterMousepads.com