



[www.coutermats.co.uk](http://www.coutermats.co.uk)

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## Artwork Guidelines

Design and artwork support is included in our prices<sup>1</sup> - once you have confirmed your order our team will be on hand to assist.

This guide is designed to help walk you through each step of the process. Our [FAQs section](#) also contains lots of related information. If you have a graphic designer they should be able to assist or alternatively, please [get in touch](#) if you have any questions at all - we're here to help!

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## Overview

### File Types

Our preferred file types for all images are high resolution PDF, AI or EPS files. We may be able to use other file types such as PSD or other high resolution graphics formats. We are unable to extract logos/graphics for Office type files such as DOC (Word Docs), XLS (Excel Spreadsheets) or PPT (PowerPoint).

### Sending/Submitting Artwork

You can email your artwork or other files to [hello@coutermats.co.uk](mailto:hello@coutermats.co.uk) or if you have any problems sending large attachments there are a range of free services available for sharing large files - our [FAQs](#) lists currently available services.

### Use of Logos/Stock Images

Please ensure that you have the right (ownership of the copyright or permission from the owner/holder) to use any images you wish to use. If you are buying stock images you should ensure the licence covers reproducing the image on a printed product.

Our [Conditions of Sale](#) provides more information on this.

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<sup>1</sup> Artwork assistance is provided once your order is confirmed - we reserve the right to charge for artwork assistance if you subsequently cancel your order. Should you require a full design service rather than simply support and assistance with your design we can include this in your quote.

## What We Need

### Design Brief

Let us know how you would like your mat to look, noting where elements such as logos, graphics, blocks of text etc should be positioned and any specific colour requirement.

You may find it useful to include a rough sketch or diagram of your layout along with a written brief.

### Images

Please supply any images at a minimum resolution of 300 dpi at 100% of the size they will be on the mat; if we have to enlarge your images to fit on the mat this will reduce the resolution making them too low to use.

### Your Logo

The ideal format for your logo is a vector format (AI, EPS, PDF or SVG) but we *may* be able to use other files such as transparent PNGs with a minimum resolution of 300 dpi.

### Other Content

Please supply any blocks of text such as contact information or marketing copy either by email or in an attached document clearly indicating any specific font choices. Please ensure that your text has been proofread.

### Fonts

If you would like to use a non-standard font then you should supply this with your artwork. Our [FAQs](#) contains information on how to supply font files.

Alternatively you can convert text in your design to curves/outlines when saving your design.

### PANTONE® Colour Matching

For screen printed mats we can PANTONE® Match to your chosen colours. Simply let us know your chosen colours specifying whether they are coated or uncoated. For full colour/digital printed mats an approximate match can be made.

Please remember that print colours often vary when viewed on different computer screens.

### Problems With Artwork

If there are any issues with the artwork or any of the assets you submit we'll let you know and advise what needs to be done to fix it. We'll only move to production once your artwork is finalised and approved by you.

Please remember we are here to assist at every stage of the process.

## Submitting Your Artwork Using Our Templates

You can download templates for most of our mats directly from the product page. If you wish to use a template please review the points below prior to submitting.

Please ensure that you are downloading the correct template as these vary depending on the type of mat.

### **Rounded Corners**

Please don't add any rounded corners/border radius to your artwork. We will do this during the proofing process as this differs depending on the style of mat.

### **Screen Printed Mats**

Artwork should be submitted in one of the formats noted above at a resolution of 300dpi or higher at full size, with any PANTONE® spot colours indicated. Please supply any font files **or** ensure text has been converted to curves/outlines.

### **Full Colour/Digital Printed Mats**

Artwork should be submitted in one of the formats noted above, saved in CMYK colour format, at a resolution of 300dpi or higher at full size. Please supply any font files **or** ensure text has been converted to curves/outlines.

### **Bleed**

Your artwork should include a 5mm bleed area as shown on our templates. This area is required as there is always a very small amount of movement during the manufacturing process. The bleed area is indicated with a solid pink line on our templates.

Please ensure that no critical content (text, logos etc.) is placed within the bleed area. Critical content should always be kept within the area shown by green dotted lines on the template.

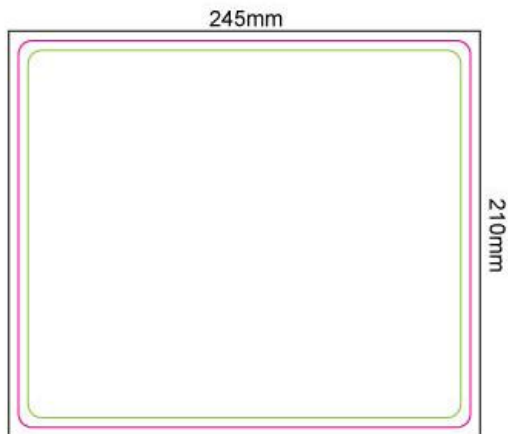
The diagram overleaf shows how your artwork is applied to a template with respect to the bleed area. Please note that these green and pink lines are for formatting only and will not be printed.

### **Problems With Artwork**

If there are any issues with the artwork or any of the assets you submit we'll let you know and advise what needs to be done to fix it. We'll only move to production once your artwork is finalised and approved by you.

Please remember we are here to assist at every stage of the process.

## Template



The bleed line is shown in pink - anything outside this area will be cut off during the manufacturing process. The bleed area ensures the cutting process does not impact your content.

All critical content should be kept within the green line.

## Artwork



Once your artwork is applied to the template it should continue right up to the edges as shown.

All logos and text are contained within the green critical content area as shown.

## Finished Mat



The finished mat has be cut at the pink bleed line as shown.

Critical content remains within the green area and so has not been impacted by any slight variation when the mats are cut during manufacturing.

Please note that the lines will not be printed on your mats - they are simply for layout purposes.