

# ✓ 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](http://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 the color, sometimes dramatically.

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



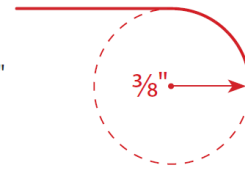
### 8 Design Tips

- ✓ 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/outlines
- ✓ 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 3/8"
- ✓ 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

