



IDENTITY MATTERS

PrintPlush Design Specifications

All lines/strokes in the design are best if they are a minimum of 10mm (8 pixels).

The thickness of a logo or text that is a light color on a dark color background must be a minimum of 7mm (5 pixels).

The thickness of a logo or text that is a dark color on a light color background must be a minimum of 4mm (3 pixels).

Text should be a minimum of 50mm (40 pixels) tall.

Gaps in between letters should also be 10mm (8 pixels), 5mm (4 pixels) is the minimum where required.

Logo should begin 50mm (from the edge of the mat, or alternatively borders at the edge of the mat should be 50mm (40 pixels) in thickness.

Text legibility is improved by using highly contrasting colours.

Any white outlines around logos should be at least 7mm (5 pixels) wide.

All fonts should be converted to curves.

Colored borders around the edge of mats must be a minimum of 50mm wide

Always make registered trademarks a minimum of 50mm (40 pixels) for readability, or remove if possible and appropriate.

When ordering PrintPlush logo mats, we can create your design from almost any original reference.

Save only what you want to appear on the mat - please do not include comments in the same file. We can use most file types:

Optimal: Vector files i.e. EPS, PDF, CDR, AI

Acceptable: Bitmap files: JPG, BMP, TGA, PCX, TIFF