

The following instructions refer to set up of a 1" button, but the guidelines can be applied for other sizes.

## BASIC

**Resolution:** If not vector, all artwork should be 300dpi at actual size.

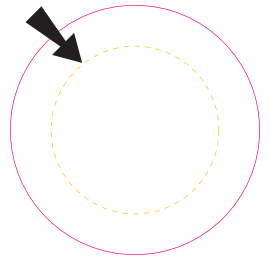
**Colour Mode:** All artwork should be CMYK. We recommend using rich black.

**Fonts:** Outline all fonts used in your artwork.

**Template:** Please use the corresponding template to the size of button you want and follow all guides.

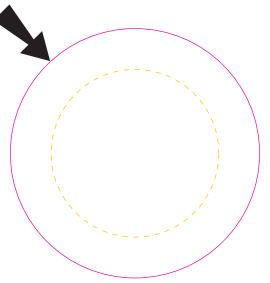
## SURFACE AREA

The front visible surface area for a 1" button is 0.875" (shown by the dotted **yellow** line in the template). You want to keep any important graphics and text within this area so that it does not wrap around the edge of the button.



## CUT LINE / BLEED

The background image/colour should extend to the cut line (shown by the solid **pink** line in the template), which is 1.313". This will wrap around to the back of the button and act as a bleed. If the artwork does not reach the cut line, then blank/white will be seen around the edge of your finished button, which may not be ideal for your artwork. To obtain a clean, professional looking button, you want to expand your picture into the bleed area as long as the focus of your picture stays within the live graphic area. If you cannot do this with your picture, you can fill the outer graphic edge in with a color to match your picture.



The samples below show the differences between having a full bleed and no bleed.

### FULL BLEED



Artwork Set Up  
on Template

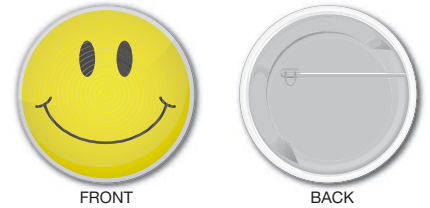


Final Button  
(yellow covers full surface area  
and wraps around to the back)

### NO BLEED



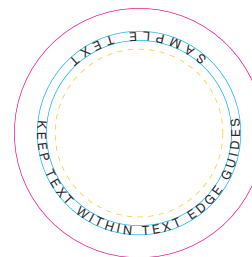
Artwork Set Up  
on Template



Final Button  
(white border around artwork on  
the front, white wraps around  
the back)

## TYPE ON THE EDGE

No room on the front of the pin for your website? Why not add it to the edge! Make sure you keep the text within the guides shown in the template, or it may show up on the front or get cut off the back.



## TEMPLATES:

[www.indiepool.com/templates](http://www.indiepool.com/templates)