



## DESIGN SPECIFICATIONS

### Classic Impressions™ HD

Product Number 73

High Traffic, Indoor Applications

Classic Impressions HD logo mats are produced using a layering process of color. Colors are typically matched to our standard color palette of over 150 colors unless a specific coated PMS color is requested. We will do our very best to match a PMS color while producing our mats however, color matching can be challenging. Although we can get very close, color is never an exact science and variations will occur. An absolute exact color match is vulnerable to many factors. One factor is that we are printing on white nylon carpet. Another factor is that we use a hot press to combine the carpet and rubber backing. Heat from the press often causes the color to lighten. Typically, we can get close to most PMS colors, but the final color may be a few shades off. For the PMS color to be as close as possible, we require additional time to create the proof sketch. Specific PMS colors may be matched for a one-time additional fee of \$270.38 per PMS color.

Minimum Text Height: 1" Serif fonts & 1/2" Sans Serif fonts

Minimum Line Thickness: 1/8". White & light colors should be at least 1/4"

Mat Size	Maximum Imprint Area
2' x 3' (24" x 35")	24" x 35"
3' x 4' (35" x 47")	35" x 47"
3' x 5' (35" x 59")	35" x 59"
3' x 10' (35" x 119")	35" x 119"
4' x 6' (45" x 69")	45" x 69"
4' x 8' (45" x 95")	45" x 95"
5' x 8' (59" x 95")	59" x 95"
5' x 10' (59" x 119")	59" x 119"
6' x 10' (69" x 119")	69" x 119"
6' x 12' (69" x 143")	69" x 143"

The text requirements are for general use; however, special fonts and very thin letter forms may need to be made larger or thicker and will be approached on a case-by-case basis.

Light background colors should be avoided due to their tendency to show dirt on the mat more than a darker or neutral tone.

We also advise against the use of screens, tints and transparencies in the design because they are not easily converted to our color palette.