

## Design Specifications

Classic Impressions logo mats are produced using a spot color process. Colors are typically matched to our standard pallet of 26 colors. An additional 300+ colors are available for use on logos only. These extended colors may not be used as background colors due to the potential for striping when printed. Specific coated PMS colors can be matched for an additional one-time fee per color\*.

Minimum Text Height: 2"

Minimum Line Thickness: 3/8"

These 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, like Pearl White, White, and White Silver 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.

<u>Mat Size</u>	<u>Maximum Imprint Area</u>
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"

\*We will do our best to match a PMS color, however, color matching can be extremely challenging. Although we can get close, color is never an exact science and variations will occur. An 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.

## Cleaning Instructions

Classic Impressions mats can be cleaned in several different ways.

- Vacuumed regularly (daily in high-traffic areas; weekly in lower-traffic applications)
- Cleaned with an extractor, or hosed off as necessary to remove heavy soil. Hang to dry.

Mats should always be dry before they are placed back in service.