# Lapel Badge Guidelines

**\*NOT DIGITAL PRINT\***     **Spot Colour or CMYK Process Print**

**SPOT COLOUR -** Can be up to 5 Colours, That are Solid, No Gradients etc. PMS colour are to be used.
**CMYK Process Print -** To be used for full colour images, gradients etc.
If there are solid colours with the design, CMYK values are to be provided.

Small text is acceptable to about 4pt Arial, anything smaller should be disclaimed as normal.

## STEP ONE:
* Badge size is completely custom & can be almost any shape.
  (Up to 60x40mm, Please enquire quotes for larger sizes)
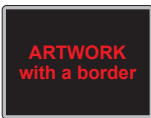  Create the shape to fit the artwork as per customer instructions.
* If the background is a full colour image a 2mm bleed needs to be supplied.
* Sharpe edges need to be rounded.
* Show the height and width dimensions.
* Show with a border of the badge if required.

*EXAMPLE OF BORDER & NO BORDER*



## STEP TWO:
Show the back of the badge with the standard Steel or Gold backing.

 Steel Colour for Badge Backing *(standard)*

 Gold Plated for Badge Backing *(extra costing quoted)*

## STEP THREE:
Place the Standard Clutch or Magnet Backing in the required place on the back of the badge.
*(Larger or Tall Badges and especially circle badges need the clutch positioned roughly in the top third.)*



Clutch Backing
(standard)

Magnet Backing
*(use only on request, can be placed
anywhere on the badge back & Extra costing)*

Alternative Magnet Backing
*(use only on request, can be placed
anywhere on the badge back & Extra costing)*

## STEP Four:
List CMYK if required or
Pantone Colour Values
Pantone is highly recommended for solid artwork for a better colour payoff. *(max of 5 solid spot colours)*