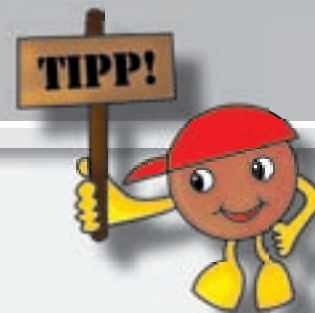


# 75 mm Button – How to succeed ...



Printing, production...



75 mm  
– button size

70 mm  
– ideal size of design

67 mm  
– ideal diameter for round text or  
font at the edge

87,5 mm – size of paper inlay  
(this must also be the diameter for  
your coloured background)



## Attention:

Resolution: minimum 300 dpi  
Colour Mode: CMYK (not RGB!)

## File Formats:

**PDF** = the file format .pdf can be generated with all current layout programmes and is the ideal file format for data exchange.

**EPS** = can be generated with many current layout programmes. The .eps-format can contain/describe pixel data as well as vector data.

**TIFF** = can be generated with many different image editing applications. The .tiff-file can only save pixel-based data.

**JPEG** = can be generated with image editing applications. The .jpg-format can only save pixel-based data and is lossy.

**Further file formats** generated with graphic software:

AI = Adobe Illustrator file

IND = InDesign file

CDR = Corel Draw file (up to version 10)



**BADGEMATIC**  
BUTTON C.M.B.H.

# Our hints concerning your 75 mm button:

If the 59 mm button seems too small for your purposes but the 100 mm is too big yet – then the 75 mm button is the best solution for you. Its big advertising space allows you to attract special attention with your message and to present your bulky designs perfectly.

## Print your design ...

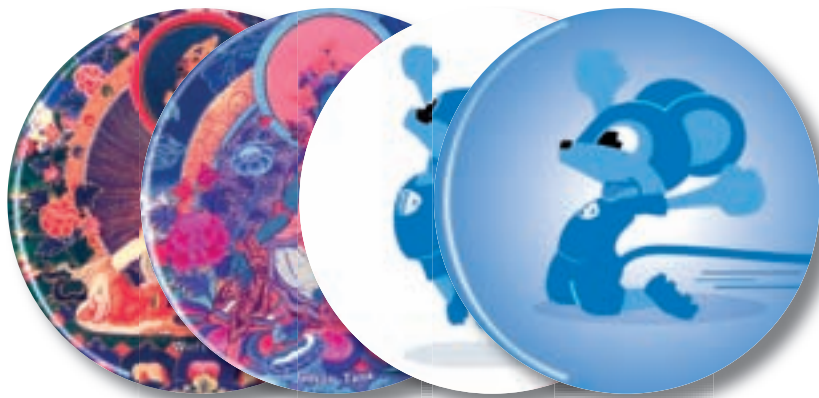
...yourself in a scale of 1:1 before you send it to us. This way you can see if all elements are well placed and if they are clearly visible/readable.

## Partially shown designs (bleed)...

...cut across the diameter for the ideal size of design. Depending on your design this effect can be pretty appealing. In principle there are not limits for your own creativity ...



Technically caused there are **shifting tolerances** occurring in the different steps of the production. These are max. 1 mm in total. Because of that round text or coloured edges should not be located too close to the border of the button.



You want to order printed **buttons with different designs**? Then you can split the total order quantity- and save money by that. Preconditions: Same button size & backside variation, same colour mode (CMYK or the same HKS or Pantone spot colours) & minimum order quantity (100 pieces per design for a CMYK printing, 500 pieces per design for a Pantone or HKS printing).

Perfectly proper for messages which really no one should miss:



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