

# ENAMEL PIN CHEAT SHEET

## For Designers

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- Use any canvas size as long as final product can be scaled to actual
- Use your preferred colour system RGB or CMYK
- Pick Colors Using Pantone Book, NOT your monitor!!!
- Load Pantone coated color Chart
- Create color chips on art and name with Pantone number
- Use solid colors for metal (no gradients)
- Line thickness .3mm or higher
- Leave room for color to flow between elements
- Group in layers if art is complex.
- Make sure design works at actual size

**SUBMIT ART AS** .AI or .PDF with all fonts converted






- Use any canvas size as long as final product can be scaled to actual
- Your art will be re-drawn as vector art
- Create in Illustrator if possible
- Use your preferred colour system RGB or CMYK, 300DPI
- Pick colors using Pantone book, NOT your monitor!!!
- Load Pantone Coated color chart
- Create color chips on art and name with Pantone number
- Use solid colors for metal (No Gradients)
- Line thickness .3mm or higher
- Leave room for color to flow between elements
- Make sure design works at actual size

**SUBMIT ART AS** PSD file, layers in tact, no effects, rasterized type

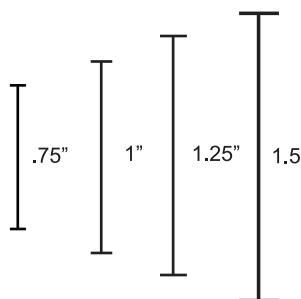
WE USE THE MOST CURRENT VERSIONS OF PHOTOSHOP & ILLUSTRATOR


## PLEASE COPY & PASTE THESE HANDY DESIGN TOOLS

PANTONE COLOR SWATCHES  
FOR ADOBE ILLUSTRATOR

-  PMS RED 185
-  PMS BLUE 287
-  PMS GREEN 802

COPY & PASTING THESE CHIPS  
WILL LOAD UP THE PANTONE COATED  
SYSTEM INTO YOUR ADOBE ILLUSTRATOR.  
THEN YOU CAN EASILY CHANGE THE COLORS TO  
WHAT YOU WANT IN YOUR PIN DESIGN.



  
2MM DOT IS  
MINIMUM SIZE AREA  
TO HOLD COLOUR

METAL COLOUR SWATCHES

-  BRONZE
-  BLACK NICKEL
-  NICKEL
-  GOLD

USE THESE COLORS TO  
INDICATE RAISED METAL AREAS  
IN YOUR DESIGN

MORE DESIGN TIPS AND IDEAS ON OUR BLOG [ULTIMATEPROMOTIONS.BIZ/BLOG](https://ultimatepromotions.biz/blog)

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### 5 TIPS SPECIFIC TO ENAMEL PIN DESIGN

- 1) Design using enclosed shapes to hold enamel
- 2) Consider transparent enamels
- 3) Utilize different metal electroplate finishes
- 4) Use base metal as design element
- 5) If you are using text, go with UPPERCASE and tracking 50+



### NEED HELP? ASK THE EXPERT

Owner Craig Davidiuk is available for questions, coaching and advice.

[craig@ultimatepromotions.biz](mailto:craig@ultimatepromotions.biz)

**MENTION THIS COUPON TO OUR TEAM WHEN YOU INQUIRE**



<http://www.ultimatepromotions.biz/custom-lapel-pins>