



Design FAQ for BUTTONS

What are the buttons like?

We make traditional pin-backed buttons in a variety of sizes. Our buttons are printed in full-color on carbon neutral recycled paper and covered in UV-protective mylar. They are assembled in our union shop in downtown Carnation, Washington.

What kinds of designs work best?

The button sizes we offer are 1.25", 2.25", and 3" diameter rounds or 1.75" x 2.75" rectangles. Remember that high contrast images and bold simple text are easiest to make out from a distance at that scale.

For the rectangular buttons, there is a narrow portion on the back (~3/16" around the edge, colored cyan on the template) that will show when assembled. You can use this space for website address, branding, copyright, or other information you might not want on the face.

Please note: **We reserve the right to cancel any order that includes offensive text or design elements.**

What color space should I use?

You will probably be happier with the results if you **use CMYK color space for your design**. Please note, **we cannot guarantee a perfect color match**, even if Pantone® spot colors are specified.

What do I need to open the template?

The template is an **Adobe Photoshop** file. You will need access to this program to open it. Please **do not change the size** as this is carefully calibrated for our production equipment.

What if I don't have Adobe Photoshop?

We have a basic version of the template that is a .jpg image with all the measurements and bleed areas noted. You will have to translate those into whatever program

you use. You can send us back a .jpg or a .pdf for production.

What are the layers for?

Design Guides: This layer shows you where the edge of the button face is and what part is wrapped around the edge. The portion between the outer edge circle and the cut line is considered bleed and will be crimped under the back of the button.

The **"Top Pointer"** & **"Cut Line"** layers are for our production use. Please do not change or remove them.

The **"Your Image goes here"** layer is for your image. Use as many layers as you want to, though please keep them together if possible.

Image Clipping Mask: Use this layer to create a clipping mask of your image to crop it to the correct size for printing.

What about text in my design?

Buttons are often all about the text. We suggest keeping it no closer than 0.125" from the edges of the button face. Depending on the font you use, watch out for ascenders and descenders getting too close as they may wrap around the edge and not be easily visible. If you want the text to be readable from a distance, we suggest using a heavy font with good letterspacing and no flourishes. For example, **A FONT LIKE THIS (BUNGEE)** works really well, whereas *a font like this (Bickham Script)* will give you visual pattern and texture, but will be difficult to read on the button.

If you use text, please make sure to **rasterize the text layers once you are finished with them**. Otherwise we cannot guarantee you will get the font you chose.

Continued 

Can I get a union bug on my Button(s)?

Yes you can; there will be an option when you place your order to add a union bug to the design. We do our best to keep it visible but not interfere with your design.

What do I need to send to you?

We would prefer an Adobe Photoshop .psd file, though we can also use a .jpg or a .pdf if needed. When you are happy with your design (and have triple-checked any text for spelling) **make sure to turn off the “design guides” layers, embed all your images, and rasterize your text layers**, then save the file as something meaningful and preferably with your name somewhere in the file name.

For best results, the button image file should stay at its original 600 dpi.

How long will it take to get my button(s)?

Once we receive your files and confirm everything is in good shape, we can usually make your button(s) within a few business days.



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