



Print & Production Guide

Issued by Stathmos · fourthplacestandard.org · v0.1 · Give this sheet to your printer

This guide tells a professional print shop (or a FedEx Office / copy-shop counter) exactly how to produce the 4th Place placard. Artwork is free at fourthplacestandard.org/placard-kit. Printing is free for any venue that meets the standard; the mark may not be altered or sold above print cost.

1 • Files & sizes

- **Use the vector PDF.** The `...-bleed.pdf` files are press-ready with **3 mm bleed and crop marks**. SVG is also vector; PNG is raster (last resort).
- **Print at 100% — do not scale, “fit to page,” or resize.**
- Sizes (square): **50 mm** (≈1.97 in), **100 mm** (≈3.94 in, default), **200 mm** (≈7.87 in).
- Keep the placard **square** — never stretch to a rectangle.

2 • Which variant to print

Variant	Looks like	Use when
Default (-en / -es / -fr)	Cobalt background, bone glyph	Most venues. Pick your language (4 th PLACE / 4 ^o LUGAR / 4 ^e LIEU).
Universal	Cobalt background, numeral “4”	Multilingual spaces where no single language fits.
Outline	Bone background, cobalt glyph	Dark or busy interiors — and cheapest (single cobalt ink on cream stock).

3 • Colour — match these exactly

Role	HEX (authoritative)	CMYK (approx.)	Pantone (confirm on chip)
 Persian cobalt	#0C3F7C	C90 M49 Y0 K51	~288 C / 654 C / 7686 C
 Navy border	#08305F	C92 M61 Y15 K58	~289 C
 Bone	#F4F0E8	C0 M2 Y5 K4	warm off-white

Colour is critical to recognition. Treat the **HEX** as authoritative and ask for a **printed proof** before a full run. CMYK shifts by paper and press profile (GRACoL/FOGRA). For long runs or rigid signage, a **Pantone spot colour** gives the most consistent cobalt — confirm the chip against #0C3F7C.

Reproducing “bone”: the default placard is a cobalt flood with the glyph *knocked out* to bone. Most reliable: print full colour on **bright-white** stock. Alternatively print the **Outline** variant as a single cobalt ink on a **natural/cream** uncoated stock.

4 · Stock, weight & finish

Where it goes	Substrate & weight	Finish	Mounting
Interior wall / entrance card	350 gsm silk or matte cover (≈130 lb)	Matte laminate, both sides	3M VHB tape / Command strips
Door / rigid sign	3 mm foamex/PVC or acrylic	Matte; opt. rounded corners	VHB tape or standoffs
Glass door / window	Clear or frosted static cling	Matte	Static cling (no adhesive)
Counter / table tent	400 gsm, scored & folded	Matte laminate	Free-standing
Premium / near-exterior	Dibond (aluminium composite)	Matte; anti-UV inks	VHB or standoffs

Use **MATTE lamination, never gloss**. The saturated cobalt shows glare and fingerprints under gloss; matte keeps it legible across a room under venue lighting.

5 · Ready-made presets (quote from these)

Entrance card

Cafés, restaurants, shops

- Size — 100 mm square
- Stock — 350 gsm silk card
- Finish — matte laminate, both sides
- File — placard-en-100mm-bleed.pdf
- Mount — 3M VHB strips

Door / window sign

Glass doors, durable

- Size — 150–200 mm square
- Substrate — 3 mm foamex/PVC, UV print
- Finish — matte
- File — placard-en-200mm-bleed.pdf
- Mount — VHB tape or standoffs

Glass decal (no adhesive)

Renters, reversible

- Size — 100 mm square
- Material — frosted static cling
- Finish — matte
- File — placard-en-100mm-bleed.pdf
- Mount — static cling

Counter card / table tent

Counters, host stands

- Size — 100 mm (folded)
- Stock — 400 gsm, scored
- Finish — matte laminate
- File — placard-en-100mm-bleed.pdf
- Stand — free-standing

6 · FedEx Office / copy-shop checklist

- Upload the **bleed PDF** at the size you want (100 mm ≈ 4 in default).
- Product: **cardstock** (heaviest, ~100 lb / 350 gsm) or a **rigid foam-board sign**.
- Finish: **matte lamination**. · Scaling: **100% / actual size**.
- Colour: **full colour**; request a proof, match to **#0C3F7C**.
- In inches: 50 mm=1.97 · 100 mm=3.94 · 200 mm=7.87.

7 · Do & don't

- **Do** keep it square, keep the exact cobalt, and give it clear space.
- **Don't** change colour, proportions, or type; add logos, taglines, or QR codes; apply gloss; or sell above print cost. The mark is protected — fourthplacestandard.org/license.