

## Guidelines to Designing your Own Mock

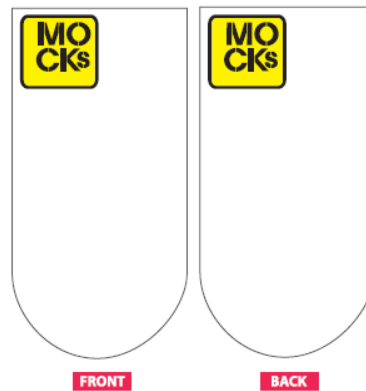
### Size

The Mocks are 10cm high by 5cm wide.

### Design

#### The Mock

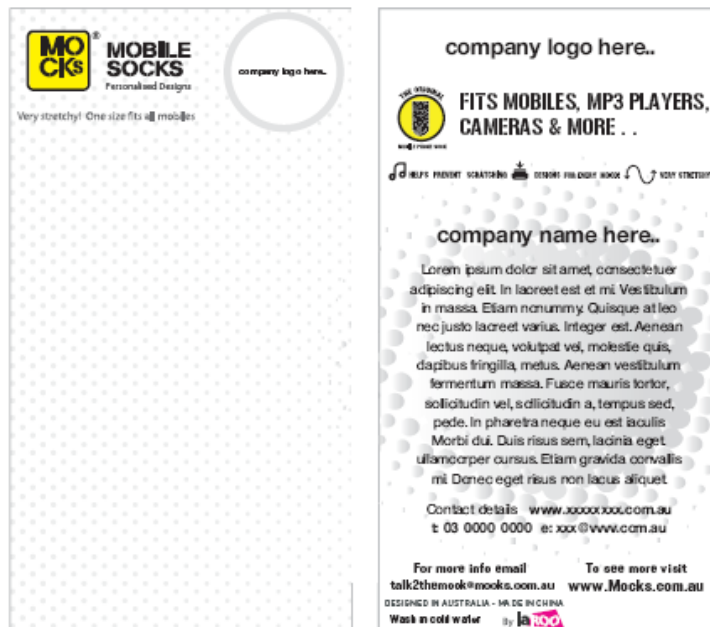
- Each Mock can have a maximum of 10 colours in it, there is a limit of 5 colours per row.
- The Mock can have a different design on each side as long as the background colour remains the same on both sides.
- The Mocks logo must remain in the top left hand corner on both sides
- The top section of the Mock with the logo on it is about 2cm high, this should remain a single colour



These are the blank Mocks, these can be provided in an EPS format for modification.

#### The Backing card

The backing card can be modified, all the areas marked company logo and company name here and below that can be used, this is a great way to further promote your brand or company.



Front

Back

This card can be supplied in an eps format for modification.



### Artwork Specifications

Artwork for both the Mock and labels should be in a pdf file with the PMS colours for each colour specified. Artwork can be produced for you at a cost of AU\$80/hour, this cost is none refundable if you decide not to go ahead later.

### Other Hints and Tips

- Text works well on the actual Mock if there isn't too much (2-4 words) and it isn't too small
- Bare in mind that the design may stretch when on a mobile, and allow for this
- Bright colours are most appealing to consumers, it helps them quickly identify their mobile
- White backgrounds have not proven to be very popular, due to consumer perception that they will get dirty quickly

### Packaging

It is recommended that your Mock is packed in the resealable plastic bag with a backing card (the same as Mocks sold in stores), this helps prevent them from getting dirty in transit.

Other options are including a business card sized card inside the Mock which allows more space for branding/advertising and will be seen when the consumer takes the Mock from the bag.

### Timings

From start to finish 8 weeks should be allowed in which to get your finished Mocks. It can be done more quickly if required, just let us know your dates and we can see if we can help.

Samples take 2 weeks to be produced from the final artwork  
Production and shipping then takes a further 6 weeks

### Payments

- 30% deposit is required upfront
- There is AU\$80/hour artwork fee if the Mock needs to be designed, this is non-refundable if you don't proceed due to any reason
- The balance of the payment is due on delivery if the company is in Australia, outside of Australia it is prior to shipment

### Contacts

For more information on designing your own Mock, or any other products please contact:

Lara Solomon  
E: [Lara@MyMocks.com](mailto:Lara@MyMocks.com)  
P: +61 2 80064495