



PLEASE USE IN CONJUNCTION WITH DESIGN GUIDELINES FOR BAR RUNNERS

Digital Art:

Preferred Macintosh format.

PC / FREEHAND files to be saved as 'Vector Based' .eps files.

Corel draw files to be saved as Illustrator .ai files

Files can be supplied on CD or on a 250MB Zip disk.™

E-mailed files to be no bigger than 15MB

Larger files can be compressed with DropStuff.™ or WINZIP

Please save fonts as outlines or supply appropriate font folders.

Include listed PMS colours of all logos intended for use - required for colour matching.

Four colour process art must include a hard copy colour proof.

Preferred Programs:

Adobe Illustrator® (Version CS or lower) - save files as .ai

-preferred for use involving spot colour, logos, type and line illustration or for any design / artwork / print requirements.

Any art that uses photographic images should be supplied as an Adobe Photoshop®

(Version CS or lower) - layered .psd file at 300 PPI in CMYK. This easily allows reposition of art to the printing parameters and/or any colour correction work that your process artwork may require.

Please include any incorporated vector art and fonts included separately - as specified above.

Also include a colour proof or printout for matching purposes.

If your artwork has been approved for position you may supply it as:

- vector / pixel based EPS or Tiff ensuring that it is saved as CMYK 300 PPI at final size.

*Note: Quark Express 4.0 files can be supplied but is not a preferred platform for any digital outputs. Ensure all placed images are contained in their own folder. Also include all fonts in their own folder.

Please direct all art enquiries to: Craig Rayner

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BAR RUNNER - DESIGN GUIDELINES

PLEASE READ



NOTE: AS THE BAR RUNNER IS A SUBLIMATED PRODUCT THE IMAGE IS TRANSFERRED (IMAGE / FACE DOWN) UNDER EXTREMELY HIGH PRESSURE AND TEMPERATURE. MOVEMENT CAN OCCUR AND IMAGE POSITION WILL VARY SLIGHTLY IN THE MANUFACTURING PROCESS. FOR BEST RESULTS AVOID DOMINANT HORIZONTALS IN THE DESIGN.

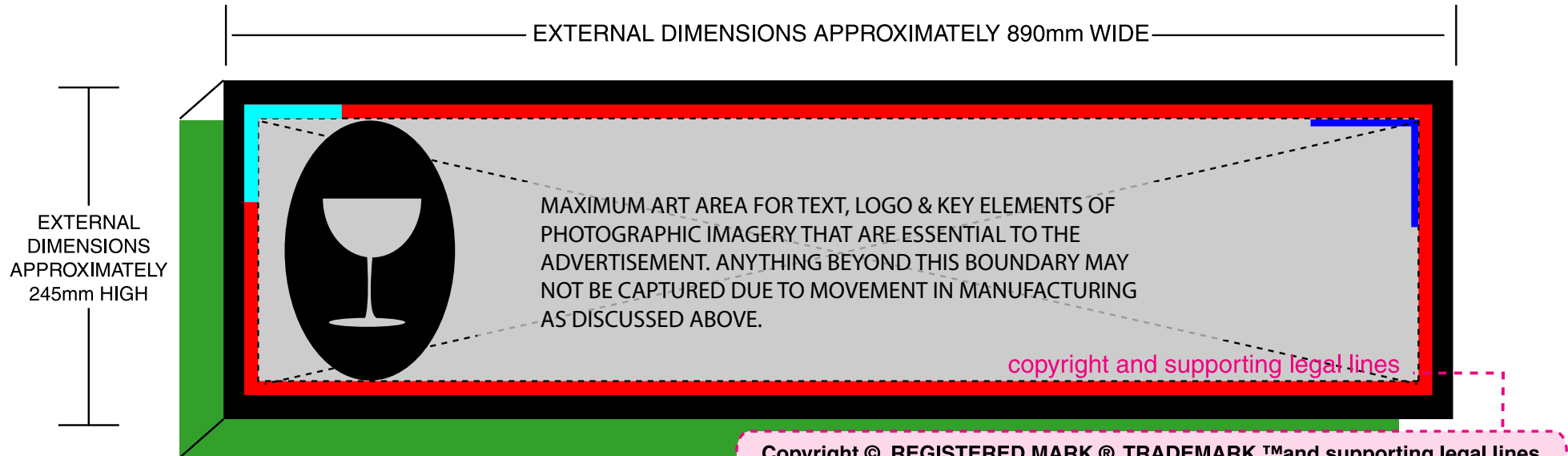
IF BORDERS ARE NECESSARY PLEASE ADHERE TO THE GUIDELINES BELOW AND NOTE THAT IDENTITY MATTERS **WILL NOT ACCEPT ANY LIABILITY / RESPONSIBILITY** FOR THE IMAGE NOT BEING VISUALLY SQUARE OR CENTRED TO THE EXTERNAL EDGES OF THE PRODUCT.



IN THE USE OF EXTERNAL BORDERS PLEASE ENSURE THAT (AS A MINIMUM) THE INTERNAL EDGE BOUNDS THE TYPE AREA - 840mm X 190mm.



IN THE USE OF INTERNAL BORDERS PLEASE ENSURE THAT THE EXTERNAL EDGE DOES NOT EXCEED THE TYPE AREA - 840mm X 190mm. IF THE BORDER APPEARS AS A LIGHTER COLOUR OVER THE BACKGROUND COLOUR / IMAGE ENSURE THAT IT IS NO FINER THAN 8pt.



Copyright ©, REGISTERED MARK ®, TRADEMARK ™ and supporting legal lines
HELVETICA BOLD - MINIMUM SIZE 12pt - UPPER CASE PREFERRED.
FOR BEST RESULTS ENSURE LEGALS ARE IN 100% BLACK ON A LIGHTER PART OF AN IMAGE OR 100% WHITE REVERSAL FROM A SOLID BACKGROUND COLOUR



BLEED 890mm W X 245mm H



TRIM 860mm W X 210mm H



TYPE 840mm W X 190mm H