

ART OF HELENA VERHAAREN WALL



CALENDAR SIZE - 550mm x 400mm

ADVERT SIZE - 212mm x 99mm

This is a non-bleed design



IMPORTANT INFORMATION YOU MIGHT CONSIDER INCLUDING ON YOUR ADVERT COPY:

- Company Logo
- Company Name

- Company Slogan
- Products or Services

- Phone Number(s)
- Address

- Email
- Website

- Social Media

The arrangement of advert, size and style of type is left to the discretion of easy2C unless otherwise instructed.

Colours: _____

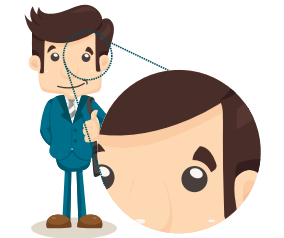
Notes: _____

LOGOS

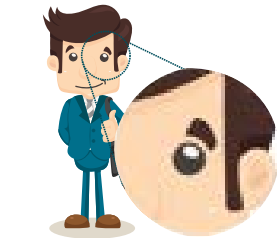
Wherever possible it is best to provide us with vector artwork for logos and other graphics required for your promotional calendar advertising. If you are unable to supply one of the following file formats, we will endeavour to re-draw the logo from the file supplied, but it will never look as good as a logo supplied as vector artwork and may incur an additional charge.

Ai Illustrator .ai
Ensure all fonts are outlined.
Include PANTONE colours where relevant.

Acrobat .pdf
We accept vector art files saved as a pdf.
The artwork needs to be set to actual size,
include CMYK/PMS colours and all fonts
need to be outlined.



Vector artwork allows us to easily resize your artwork without losing quality or detail.



Raster artwork (such as jpg and png files) is made up of pixels and loses detail when resized.

Zoom in on artwork to test if artwork is vector or pixel based. If the edges go fuzzy (see right) then it is not vector art.

COLOUR AND PRINTING

Wherever possible, please supply us with either CMYK or PANTONE artwork.

If you are unable to supply these colour formats, please supply us with a printed sample of your logo / artwork such as a business card and we will do our best to match the colour.

There are several types of colour that you can encounter with artwork:

RGB: These are the colours your computer screen uses. We are unable to print in RGB and will have to convert these colours to CMYK which can alter how they look.

CMYK: These are the colours used for printing.

PANTONE: The Pantone Matching System (PMS) is a standardised colour system used primarily for printing. If you have a PMS colour in your logo, let us know the PMS number and we can do the rest.

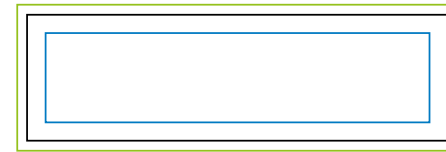
If you have a colour that you would like us to use in your artwork, send us a sample and we will match it to the closest Pantone colour.



BLEED AND SAFE AREA

Bleed: For some calendars we may ask you to supply artwork with bleed. We require at least 3mm of bleed (outside the final trim size). Make sure you don't have any important content within the bleed area.

Safe Area: All of our advert templates contain a safe area - the space on the calendar where it is 'safe' to put your content - ensuring it is not trimmed off.



— Safe area — Trim size — Bleed area



Advert set outside the 'safe area' risks being trimmed off.



The same advert is shown above centred and clear of the edges.

PHOTOS

Please supply photos and other raster (pixel-based) artwork at a high resolution - 300dpi (dots per inch). If you supply a file at less than 200dpi, we will need to enlarge it, which will lead to a lower quality print.

We recommend photo file sizes of 1MB or larger for desk calendars, and 2MB or larger for booklet or wall calendars.

The end result is determined by the quality of the original images supplied. If the photo looks fuzzy on your screen, it will look worse in print. It's also best to choose images that fit the picture area; if the picture space is landscape then choose landscape images so we don't have to crop out any important parts of your image to make it fit the space.

Please supply photo files in one of the following formats:

Ps Photoshop .psd or .jpg .tif
Ensure file is CMYK and 300dpi set to the required size.

Images from the internet are typically too low resolution for printing. Most images on the internet are protected by copyright so we advise that you only use images you have taken yourself or those purchased from stock image websites. Alternatively, ask your Business Development Manager to help you have a look at the huge range of images available on Corporate+. A small charge applies for these images.



PRINT-READY ARTWORK

Print-ready artwork supplied by a graphic designer

If you're going down the path of designing your calendar from scratch, your graphic designer can supply their files in the following print-ready formats:

Ai Illustrator .ai
Ensure all fonts are outlined.
Include PANTONE colours where relevant.

Ps Photoshop .psd .jpg or .tif
Ensure file is CMYK and 300dpi set to the required size.

Id InDesign .indd
If artwork is an InDesign document you will need to send the packaged files. This will include all the images, fonts and the document.

Acrobat .pdf
We can only accept print-ready pdf files created in one of the above formats with no alterations required. The artwork needs to be set to actual size, include CMYK/PMS colours and all fonts need to be outlined. If there is urgency in receiving your proof, we suggest sending packaged InDesign files alongside your print-ready pdf, so that we can make any corrections required promptly.

File Checklist

- CMYK/Pantone colours used
- No bleed (unless specified on template)
- Fonts outlined
- Any links are supplied
- Lines at least 0.3pt
- All text at least 7pt
- All images 300dpi (supplied at print size) , 1MB or larger
- Large files sent via Dropbox or supplied on USB

If you have organised with your local BDM to supply print-ready files, these need to be set in the agreed colours and at 300dpi. Please supply print-ready files with crop marks and 3mm bleed as required, at the correct size.

FILE FORMATS NOT ACCEPTED

File formats not accepted for artwork

Word .doc; Powerpoint .ppt; Publisher .pub; Excel .xls

