



Art Requirements -

PLEASE USE IN CONJUNCTION WITH DESIGN GUIDELINES

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.

Artwork must be set up at full size.

Spot colours must be listed or contained within the file.

Preferred Programs:

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

Adobe Photoshop® (Version **CS** or lower)

- layered .psd file at full size 300 PPI in RGB or 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 a colour proof or printout for matching purposes.

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

- vector based EPS OR pixel based EPS / Tiff ensuring that it is in CMYK 300 PPI at final size.

PLEASE READ

WETSTOP™ BAR RUNNER - DESIGN GUIDELINES

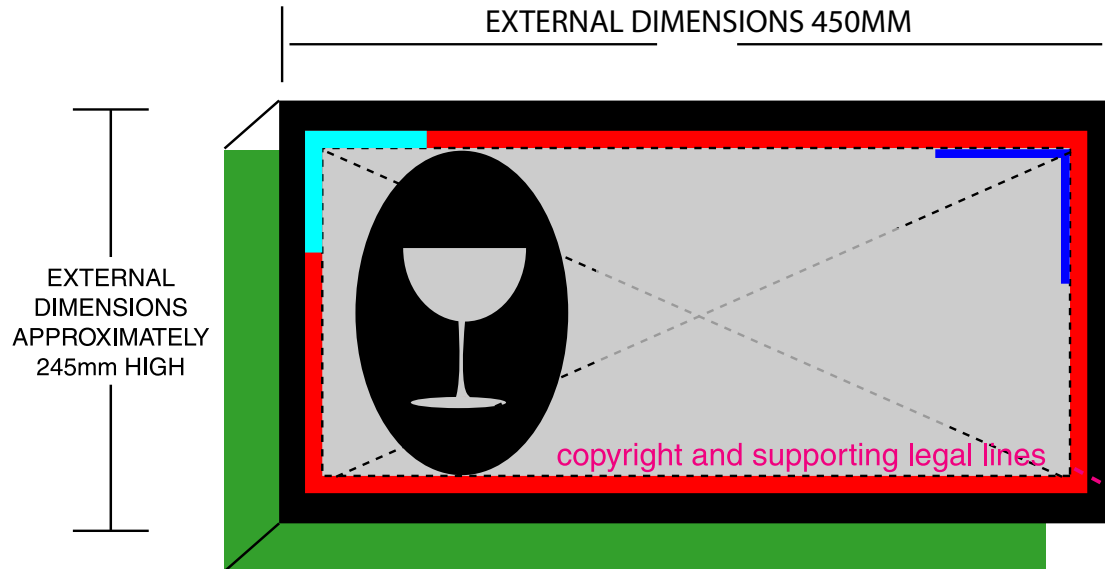


NOTE: AS THE WETSTOP™ BAR RUNNER IS A SUBLIMATED PRODUCT THE IMAGE IS TRANSFERRED (IMAGE / FACE DOWN) UNDER EXTREMELY HIGH PRESSURE AND TEMPERATURE. MOVEMENT CAN OCCUR AND IMAGE POSITION WILL VARY SLIGHTLY IN THE MANUFACTURING PROCESS. FOR BEST RESULTS AVOID DOMINANT HORIZONTALS IN THE DESIGN.

IF BORDERS ARE NECESSARY PLEASE ADHERE TO THE GUIDELINES BELOW AND NOTE THAT SIGNATURE MARKETING 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.



BLEED 450mm W X 245mm H

TRIM 420mm W X 210mm H

TYPE 390mm W X 190mm H

MAXIMUM TYPE AREA FOR TEXT, LOGO & KEY ELEMENTS OF PHOTOGRAPHIC IMAGERY THAT ARE ESSENTIAL TO THE ADVERTISEMENT. ANYTHING BEYOND THIS BOUNDARY MAY NOT BE CAPTURED DUE TO MOVEMENT IN MANUFACTURING AS DISCUSSED ABOVE.

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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