

## Calendar Artwork (Custom) Instructions 2008

Section 1: Supplying finished artwork in digital format  
Section 2: How to help us create your desk calendar for you  
Section 3: What can and cannot be customised.  
Section 4: Artwork Dimensions.

### SECTION 1 Supplying finished artwork in digital format

If you plan to supply your own artwork for a custom desk calendar, please send us digital materials according to the following specifications:

#### Supported Layout Applications

- QuarkXpress (Version 6.1 or earlier)
- InDesign (CS version 3 or earlier)

#### Supported Applications for Graphic Files

(These files must be imported into a Supported Layout Application, see above)

- Illustrator (version 11 or earlier) (eps)
- Photoshop (version 8 or earlier) (tiff or eps)
- Freehand MX (version 11 or earlier) (eps)

#### Supported Adobe PDF Files

Please supply PDF files as High Resolution Print Quality files with all fonts embedded, pictures used converted to either CMYK or Greyscale, minimum 5mm of bleed, if appropriate. Please also supply a hard copy proof of the pages, plus in the case of these being printed in more than one colour a hard copy of all colour separations. PDF files and hardcopy proofs to also include any blank pages you wish to remain as blank pages.

#### Non-Supported Applications / Files

- PowerPoint
- Word
- Excel
- Publisher MS
- Pagemaker
- Coreldraw

#### Supplying Photo Images

- Half-tone pictures (colour and black and white photos) at a minimum resolution of 300 dpi.
- Line art (bitmap images) at a minimum resolution of 1200 dpi.
- Save files as High Resolution TIFF, EPS's. (Low-Res Jpegs and GIF files are NOT supported) If the file size is small enough to be emailed it probably is not suitable.
- When using a cropping path (Photoshop) include free space of 3 pixels.

#### Supplying Files

- Save your files in their original application format.
- Give your files logical names with no 'foreign' signs or symbols (e.g. photo\_p2.eps).
- We work under OPI – please therefore make sure that the correct filenames are linked.
- Put all files onto one storage medium; the document plus a folder for all pictures and a folder for all fonts used.
- Each file supplied must be accompanied by a complete, numbered printout, including any blank pages and, if applicable, a printout of all colour separations.
- Each storage medium supplied must be accompanied by a directory printout.

#### Storage Media

- CD
  - DVD
- (Floppy and Zip disks are not supported.) All data supplied in digital form must be virus-free. Please virus-check all files before sending.

#### Colour Pictures

- Convert all RGB pictures to CMYK – especially if providing artwork as a PDF file

#### QuarkXpress

- Do not rotate pictures inside picture boxes, rotate the entire picture box

#### Colours

The desk calendars are printed using the CMYK print process. Because of this, please make sure that all multi-colour files provided have been separated correctly beforehand to avoid any misunderstandings or unnecessary costs or delays later. Make sure that all Pantone/Spot colours have been converted to their nearest CMYK alternative. Printing out colour separations will show you the final output.

## **SECTION 2    How to help us create your desk calendar for you**

If you do not wish to or cannot supply us with finished artwork for your desk calendar, we are happy to work with you to produce it. To give you an idea of just what can and cannot be changed, see section 3. The following points will then help to guide you in supplying us with the right information to produce your desk calendar on time and without misunderstandings or delays.

### **Examples**

Because our design team will be customising the desk calendar to match your companies look and feel, you need to supply us with some examples of your corporate identity. These examples should be things like letterheads, company brochures etc.

### **Your ideas**

If you have any of your own ideas, please ensure you give us a clear overview. Wherever possible please supply us with mock up pages as a PDF (with embedded fonts) or a printed hard copy.

### **Text**

This should be supplied as a word-processing document (preferably MS Word or MS Excel for MAC or PC) . Please also provide us with a full printout with numbered pages. An easily legible typewritten copy is also acceptable. Unfortunately, we are not able to accept hand-written documents.

### **Colours**

If you know the Pantone numbers for the colours your company uses, please tell us about them and we will match them as closely as we can using the CMYK print process. If you know the CMYK colour mixes for them, please tell us about them. If you don't know either of these, we will match the colours as closely as we can to the corporate identity examples we receive from you.

### **Images / Logos**

Any images or logos that you would wish us to use must meet the requirements described in Section 1. The images must also be supplied as separate files, they must not be embedded into any other document such as a Word document.

### **Fonts**

If you know the names of the fonts your company uses, please advise us. If you own the fonts in a Mac format, please supply them. If you can't do either of these, we will match the fonts as closely as we can to the corporate identity examples we receive from you.

**Proofs will be provided for checking once the design has been processed**

## SECTION 3 What can and cannot be customised

### Basic Custom Areas

The area outlined in red can be customised to any design required. Section A gives a large area that is ideal for photographs or illustrations. Section B is a smaller area more suited to company logos and contact details



### Fonts and Colours

Areas outside the red areas can be customised however the position and format cannot change. Feel free to change the fonts and colours in this section to match your corporate identity. See below for examples of how these subtle changes make a different in the overall look.



### Remember you have 12 options, one for each month of the year

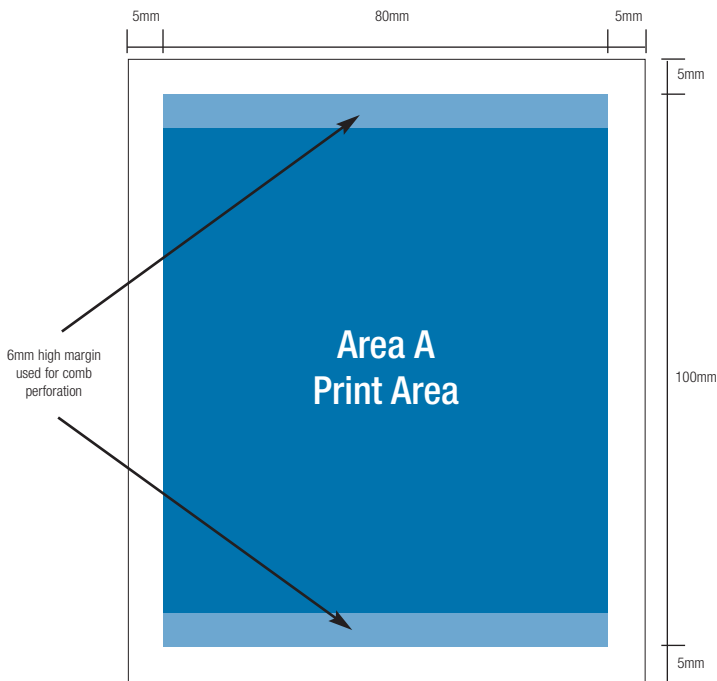
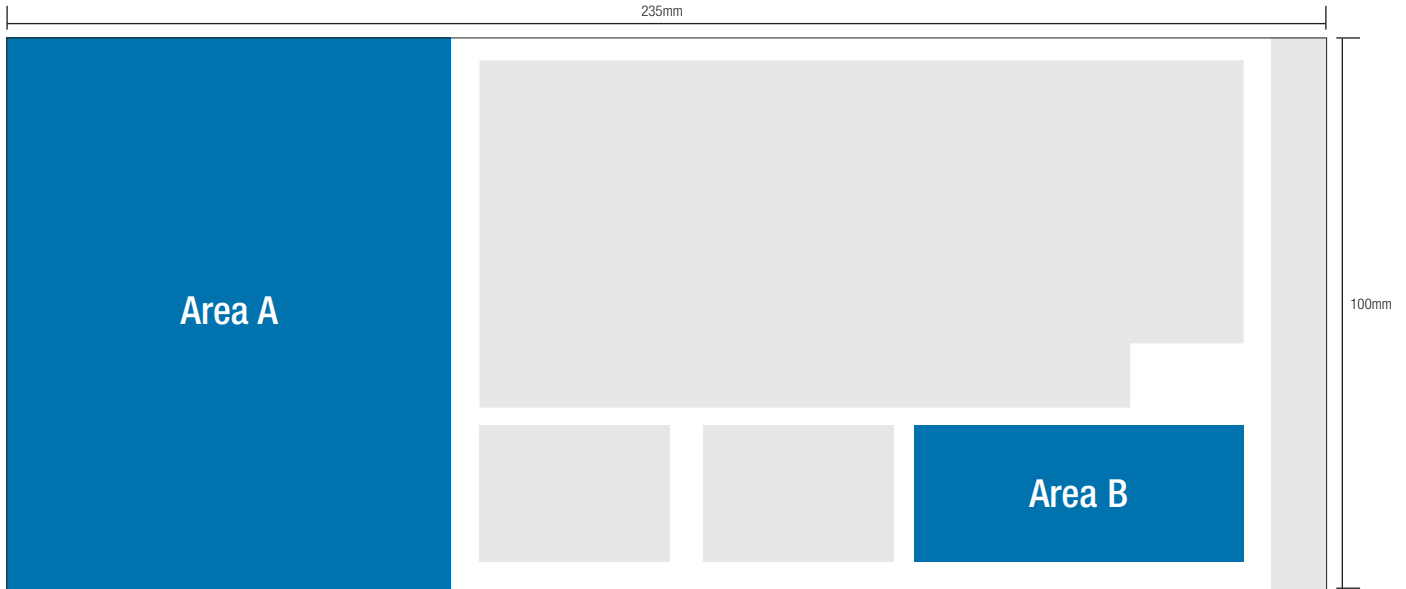
You may wish to show a different product on each page or introduce a member of staff with their contact details. The choice really is down to you. See below for a basic example of how your desk calendar could change month by month.

**PLEASE NOTE: If you decide to use different images across all 12 months, please make sure you have enough images. It is best to plan ahead as we cannot source and supply additional images to complete the calendar**



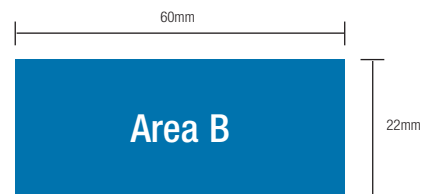
## SECTION 4 Artwork Dimensions

PLEASE NOTE: Drawings are not to scale



### Area A specifications

Print Area: 88mm x 80mm  
Trimmed Size: 100mm x 80mm  
Bleed Size: 110mm x 90mm



### Area B specifications

Artwork for this area has no trim or bleed details. Any details supplied for this area must simply fit within the box size specified above.