

Preparing Artwork

The specification below is provided to assist with the preparation and creation of PDF files for advertising use.

Logo Artwork

Sydney publications

Corinne Graham on 02 9282 1259. Sydney Logo Guidelines provides information about preparing logo files.

Colour Logo Specifications

Logos must be VECTOR art (Computer Drawn Art)
Legible in a 1 Column frame (30.7x10.5mm)
San Serif Fonts preferred. (eg Arial)
Text Body Thickness must be at least 0.75pt
Colour must be in CMYK Colour Mode
Total Ink Weight must not exceed 230%
3 CMYK Colour values maximum for each colour
All fonts must be outlined
File format must be an EPS

Mono Logo Specifications

Logos must be VECTOR art (Computer Drawn Art)
Legible as a 1 Column frame (30.7x10.5mm)
San Serif Fonts preferred. (eg Arial)
Text Body Thickness must be at least 0.35pt
Black must be Grayscale
All fonts must be outlined
File format must be an EPS

Melbourne publications

Sandra Lowry on 03 9601 2337. Melbourne Logo Guidelines provides information about preparing logo files. There is a set up charge of \$38.50 per logo.

Logo Specifications

Logos must be VECTOR art (Computer Drawn Art)
San Serif Fonts preferred. (eg Arial)
Colour type must be at least 8pt (This includes all reversed type)
Colour logos must be in CMYK Colour Mode ONLY
Total Ink Weight must not exceed 230%
All fonts must be outlined

Legible at a maximum size of 29mm wide x 11mm high
Mono (Grayscale/Black) type must be at least 6pt
Text/Artwork Body Thickness must be at least 0.75pt
Mono logos must be made up of Grayscale Mode ONLY
3 CMYK Colour values maximum for each colour
File format must be an EPS