

# Artwork Submission Guidelines

To facilitate the hand-off of your artwork to GNCC, please use this information about what we need from you and the process we follow to help make your logo & advert look its best.

## What we need from you

### 1. File Format

- **PREFERRED:** Vector eps file (such as an Adobe Illustrator eps) with all fonts converted to outlines. This file format is preferred because vector-based art can be resized without degrading shape or colour.
- Acceptable in some instances: Raster image file (such as an Adobe Photoshop file). The logo must be a minimum of 2" wide or 2" high (whichever is the larger proportion) at 300 dpi. The image file may be delivered in any of the following formats: psd, tiff, png, or jpeg. For online (Web) usage only, gif files are also acceptable. (Raster image files will not be accepted for large-scale items such as posters, signs, banners, etc.)

### 2. Colour and Black and White

Ideally, two separate files should be submitted:

- 4-colour (CMYK) logo. (Please note, colours may not reproduce accurately in print if logos are RGB.)
- One-colour (black & white) logo with no tints or screens (i.e., 100% black, no gray)

### 3. Logo Usage/Branding Guidelines

- Please submit any logo usage guidelines along with your logos. Care will be taken whenever possible to follow applicable guidelines, including colours, clear space, use of taglines, etc.

### 4. Logos for Web

- For online usage, you may also wish to submit a variation of your logo without a tagline or other small type that may become illegible at screen resolution.

## Our process

### 1. Quality Control

All art files are checked by production for suitable file format. If there is any problem with the file, you will be notified as soon as possible that new art is required. Please note that any delays in sending new files may result in the absence or sub-standard reproduction of your logo.

For print applications, you may request a pdf proof of the page on which your logo appears.

### 2. Logo Sizing

Logos are sized proportionately for the best fit within the design of the page on screen or in print. Legibility and maximum impact are also considered when sizing your logo.

When used in a group (such as a list of sponsors), logos are sized to appear as visually equal as possible. Please note that the shape of your logo may restrict its size. Other characteristics (such as colour and logotype) also contribute to its visual weight.

### Examples of Approximate Logo Sizes in Print Applications

Conference brochure—1.75" x 0.7"  
Conference attendee bag—2" x 0.75"  
Conference program guide—1.25" x 0.375"  
Partner Member page/ad—2" x 0.75"  
Partner Member banner—30" x 8"  
Chapter Sponsor Sign—20" x 6"

### File Size (for Web):

For Web use, the maximum width allowed for a logo is typically 130 pixels.

Logos, once formatted to the correct physical size, will be saved to screen resolution at a file size less than 5 K. Any jpeg or gif images received at larger file sizes will be reformatted to meet these requirements.

## Greater Nanaimo Cycling Coalition

PO Box 441, Station A

Nanaimo, BC

V9R 5L3



# SpokeLore Submission Guidelines

## CORPORATE MEMBER BUSINESS CARD ADVERT

- Non-bleed: 3.5" x 2"

### DIGITAL MATERIALS REQUIRED:

- PDF/X-1a files required for all ads.
- Fonts must be outlined or embedded.
- All colours should be converted to CMYK (\*except black text).
- Crop marks and colour bars should be outside printable area (12 pt offset).
- Black text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Minimum point size for type that is reversed out of colour is 10 point.
- Minimum point size for type that is built out of process colour is 8 point.

### Document Setup:

- Adobe InDesign or QuarkXPress should be used for ad layouts. For information on creating a PDF/X-1a.
- Photoshop – 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, .tif or .eps format.
- Illustrator – outline all fonts, flatten transparencies, embed all elements (no links)
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged)
- All colours must be CMYK (\*except black text); no PMS/Pantone colours
- Ink density not to exceed 300%

### Unacceptable File Types:

Microsoft's Word, Excel, PowerPoint or Publisher & Adobe's Pagemaker or Freehand files are not accepted.

### MEDIA TRANSPORT:

- Hi-resolution, 300 dpi PDFs
- CD-ROM/DVD-ROM

### File Upload:

- Verify that ads are properly sized according to mechanical specifications. To upload your files, attach to email and send to [spokelore@shaw.ca](mailto:spokelore@shaw.ca)

**AD MATERIAL:** Any artwork submitted that does not meet our requirements will be returned. The advertiser will be responsible for fixing the ad and returning corrected material to GNCC.

**PLACEMENT:** Ads are placed at the publisher's discretion, and placement cannot be guaranteed.

**TERMS:** No discounts apply. The publisher will not be bound by conditions appearing on order blanks or copy instructions that conflict with the provisions of this rate card.

**CANCELLATIONS:** Ad space and production are allocated based upon contracts received. No cancellations will be accepted and no refunds given after the ad closing date.

**DISPOSITION OF MATERIALS:** Materials will be discarded unless a return is requested in writing.