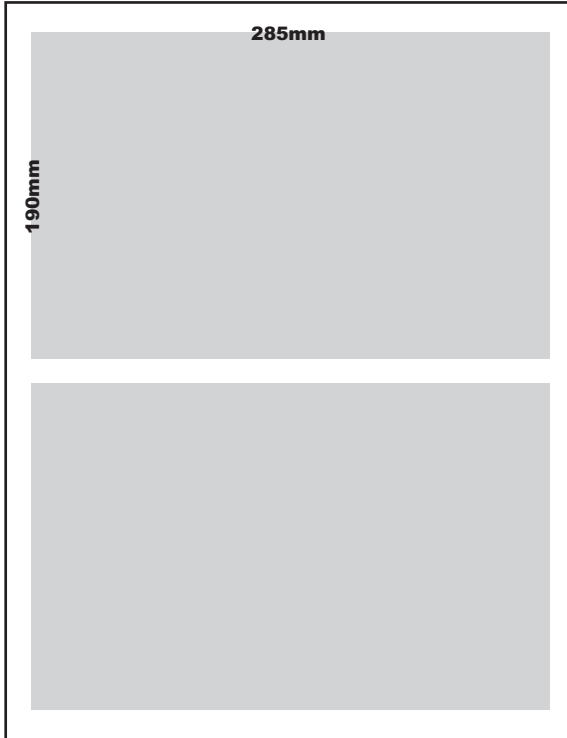


Polywrap Spec

Financial Adviser and Investment Adviser



Half page landscape image repeated.
Usually two per poly

(Not guaranteed, could appear as one and two quarter images or one and a half i.e see fig. 1 & 2)



Fig. 1

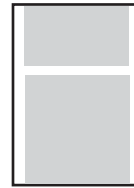
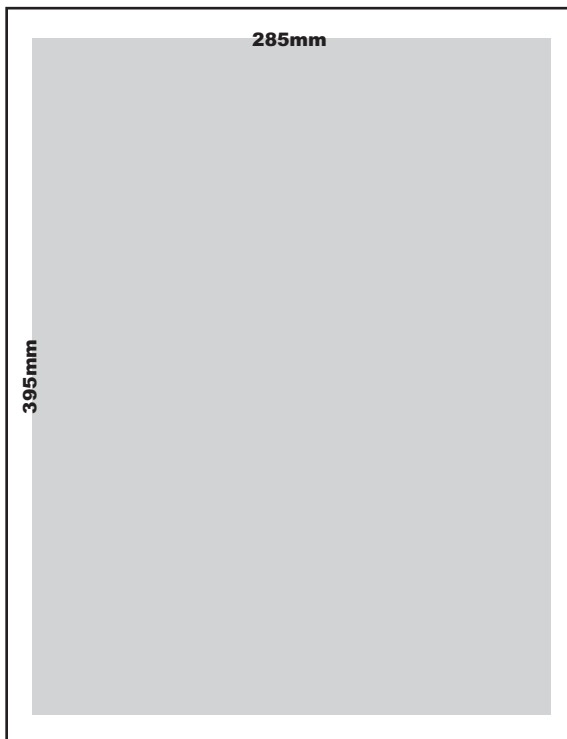


Fig. 2

Size for one, half page landscape:

190mm (high) x 285mm (wide)

OR



Full page portrait image.
One per customer

Size for full page portrait image:

395mm (high) x 285 mm (wide)

Supplying Artwork on Disk

1. Always include fonts used in documents and eps graphics. Both screen and printer fonts must be supplied. The reason for this is that although we have most fonts in-house, there is no guarantee that fonts from one manufacturer will match those of another. Contrary to popular belief this is not illegal as long as the fonts used for a specific job are erased after the job has been done. This is standard practice in the print/repro industry.
2. Create all graphics in Freehand or Illustrator using PANTONE colours.
3. Do not mix Pantone colour with process. Process colour must not be used at all. Six colours may be used including white.
4. Supply all eps files and scans relevant to the job.
5. 1/2 mm trapping should be applied throughout where colours meet.
6. Keep type bold, particularly avoiding fin type with serifs. Minimum point size; 10pt
7. Screens and tints should be very course, always between 45 and 70 dpi with percentage values between 10% and 80%. Avoid graduated screens altogether where possible.
8. Black must always overprint. Certain other colours may also overprint depending on background, however there are too many different combinations to list.
9. Dispro should be subtracted from the direction of print 4% for one image up, or 2% for two images up. **THIS IS VERY IMPORTANT.**
10. Three weeks notice is required by Production.

Hopefully these guidelines will be of help, though it must be noted that they are generalisations that apply to fairly simple images. More complicated images need to be dealt with individually i.e. those with scans, or where process colours cannot be avoided.