

Section 3

3.5 Materials

3.5.1 Corporate Stationery

The artwork files for the corporate stationery are supplied. The original files must be used and they should never be modified or recreated.

The stationery fronts are minimal and honest, on bright white stock, which allows the berry logo to stand out. The reverse of the letterhead and compliment slip feature the two graphic versions of the bespoke pattern.

When these files are to be printed the following print specification must be sent to the printer along with the supplied artwork. Neither the artwork nor the print specifications may be modified. When typing up letters on the brand letterheads, the margins shown on page 71, must be adhered to.

Job Title: Letterhead
Description: 1 kind, (x) amount, double-sided spot colour print
Finished Size: 210mm × 297mm
Extent: 2pp
Material: Fedrigoni Sirio White/White 130gsm
Artwork: Digital artwork supplied
Proofs: pdf
Printing: 1 + 1 spot / 0 + 3 spot
Finishing: Trim and pack

Job Title: Compliment Slip
Description: 1 kind, (x) amount, double-sided spot colour print
Finished Size: 210mm × 99mm
Extent: 2pp
Material: Fedrigoni Sirio White/White 400gsm
Artwork: Digital artwork supplied
Proofs: pdf
Printing: 1 + 1 spot / 0 + 1 spot
Finishing: Trim and pack

Job Title: Business Card
Description: (x) kind, (x) amount, double-sided spot colour print + colour edging
Finished Size: 85mm × 55mm
Extent: 2pp
Material: Fedrigoni Sirio White/White 400gsm
Artwork: Digital artwork supplied
Proofs: pdf
Printing: 1 + 1 spot / 0 + 1 spot
Finishing: Colour edging 3945U, Trim and pack

All artwork is supplied, for all three naming options. For artwork files see successive files, starting from HIL006-342

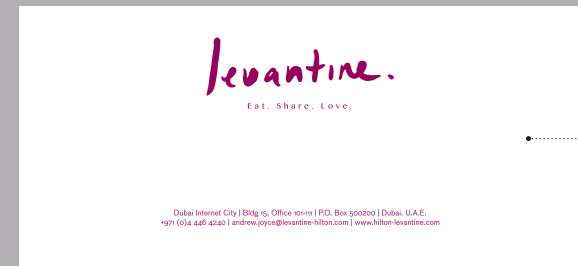




LETTERHEAD FRONT



LETTERHEAD REVERSE



BUSINESS CARD



BUSINESS CARD EDGE



COMPLIMENT SLIP