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









