

LOGO REGISTRATION GUIDELINES



SPECIFICATIONS

In order to have your logo available for publication in a lineage advertisement (Classifieds), the logo must first meet our specifications. Please make sure that you follow the instructions below before sending through your logo. This will eliminate any unnecessary problems before you send the file to us. All logos must meet Fairfax quality standards and are subjected to quality assurance testing.

- Logos must be created or drawn in a vector art based drawing package such as Adobe Illustrator
- Sans serif fonts are preferred (Note: Fairfax does not recommend reversing serif typefaces).
- Minimum general type size is 6pt.
- Minimum coloured type size is 8pt.
- All text/type/artwork (including serifs) must have a minimum stroke thickness of 0.75pt.
- Colour logos must be made up using only the CMYK colour mode.
- Mono logos must be made up using only the greyscale colour mode.
- RGB, Spot or other colour modes are not suitable and will not be accepted.
- Total ink weight must not exceed 230%.
- All fonts must be outlined.
- Logos should be saved in vector PDF, EPS or AI. Ideally supplied as PDF.

SIZES

We suggest utilising all available space to avoid excess white space being included as part of your logo. Once your logo reaches the maximum boundaries, remaining white space will be cropped. Please ensure you provide your logo in one of the following sizes:

PUBLICATION	THE AGE*
SINGLE COLUMN	30mm (wide) x 11.7mm (high)
DOUBLE COLUMN	60mm (wide) x 23.4mm (high)
<small>*The Age Domain logos may use variable depth.</small>	
PUBLICATION	SYDNEY MORNING HERALD
SINGLE COLUMN	30.07mm (wide) x 10.5mm (high)
DOUBLE COLUMN	63.4mm (wide) x 21.7mm (high)

REGISTERING YOUR LOGO

Once you have set your logo to meet Fairfax Media specifications it can now be registered.

To register, email your logo along with your contact details (Name, Company, Address, Phone No) and Fairfax Account Number to classlogos@fairfaxmedia.com.au.

Please include your method of booking, which includes the use of Agencies or our online booking system AdOnline. This will ensure we link the logo up to your preferred booking method.

If you require more information, please contact the following:

AdOnline

Helpdesk: 1300 666 599, adonline@fairfaxmedia.com.au

Technical Queries

ClassLogos: 02 9282 1259, classlogos@fairfaxmedia.com.au



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FREQUENTLY ASKED QUESTIONS

Following are some common questions that clients ask when submitting their logo for registration into Classifieds.

Q. I have supplied an EPS/PDF/AI file, why can't you use it?

A. Because it is a flattened file (Raster Image). It is not Original Drawn Art. It has been flattened into a bitmap image.

Q. Why does the logo have to be an EPS/PDF/AI Vector file, I have used this logo in my other ads?

A. Chances are that your previous logo was used in a display advertisement which are larger than classified ads. The logo they used would have appeared bigger and therefore had less risk of any problems occurring when printing. The reason we request an EPS Vector file is that we get a crisp, sharp reproduction of your logo and the colours are considerably more accurate (no variance as with a bitmap image). You are working with a 1 column and/or 2 column ad which is quite small, we need the best possible logo we can get.

Q. How do I go about getting an EPS Vector file?

A. You might already have the file sent from their Printer/ Designer which you can't open, you might want to search your files and see if that's the case. Otherwise, contact your Head Office or Printer/Designer. They should be able to supply a file in this format.

Q. Why does the colour/s have to be a maximum of 3 CMYK values?

A. Using this standard eliminates the risks of misprinting posed when using logos at this small size. Each CMYK colour is printed on top of the other to make the chosen colour and it's aligned as close as possible. The more values the harder it is to align and the more risk there is of misprinting.

Q. Why can't I use Pantone colours in my logo?

A. Pantone colours are specially mixed inks used universally. Your designer has selected 1 or more of these colours for your logo to make it easier to match the colour/s when specifically printing your corporate stationery. However when publications are being printed where there are multiple companies advertising etc, using every company's Pantone colours would literally mean trying to print hundreds of colours together which would be an impossible feat. All Pantone colours can be converted to the CMYK colour mode meaning no more than 4 colours need to be printed instead of hundreds.