



DESIGN GUIDELINES

Logo Outdoor

Artwork Specification

- File types: JPEG, TIFF, BMP, PSD or PNG
- Vector graphics: EPS, CDR, AI or PDF
- Design artwork should be set up at actual size at a 1:1 scale

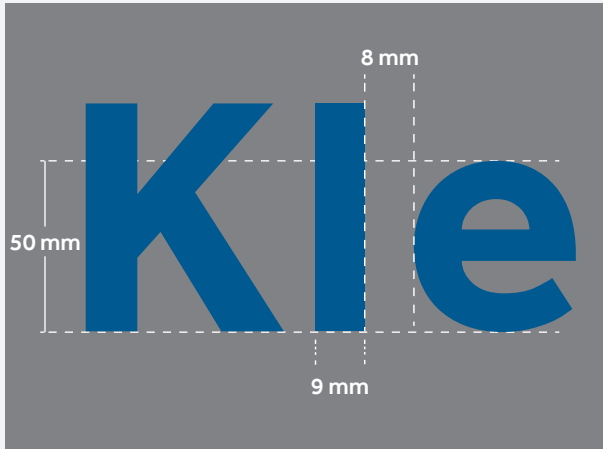
Colour Selection

Please ensure colours in design conform to one of the following:

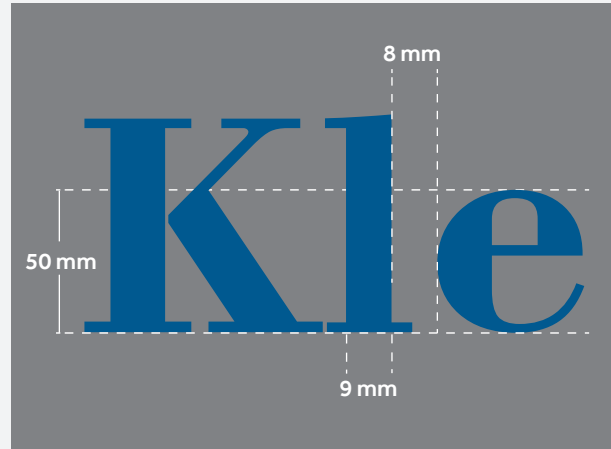
- Kleen-Tex Standard Colours
- Pantone Formula Guide (Coated/Uncoated)
- RAL Classic
- HKS

Minimum Text Size

Coloured letters

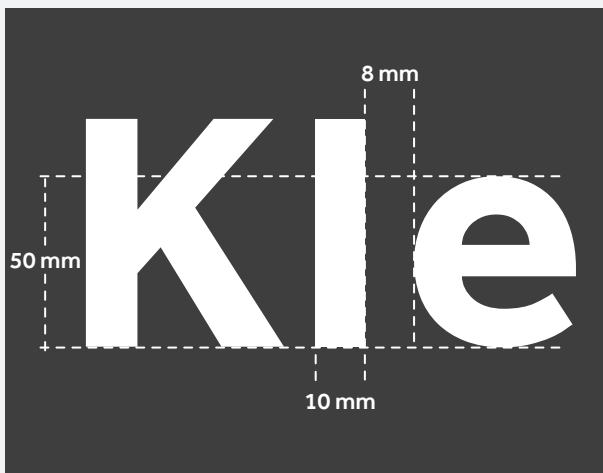


Sans-Serif Fonts

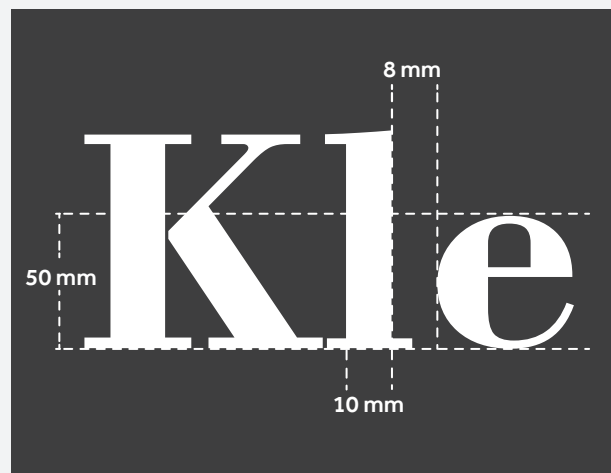


Scripts & Serif Fonts

White letters on a dark background



Sans-Serif Fonts



Scripts & Serif Fonts

Minimum Line Thickness

Light Backgrounds

All line thicknesses must be kept above a minimum of 9 mm or more.

9 mm

Dark Backgrounds

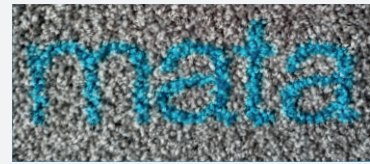
All line thicknesses must be kept above a minimum of 10 mm or more.

10 mm

Colour Contrast

Blues & Grays

	629	630	631	632	654	665	666
613	good contrast	good contrast	poor contrast	poor contrast	good contrast	good contrast	good contrast
614	poor contrast	poor contrast	good contrast	good contrast	poor contrast	poor contrast	poor contrast
615	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast
624	poor contrast	poor contrast	good contrast	good contrast	poor contrast	poor contrast	poor contrast
637	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast



Green & Grays

	629	630	631	632	654	665	666
617	good contrast	poor contrast	poor contrast	poor contrast	poor contrast	good contrast	good contrast
618	poor contrast	good contrast	good contrast	good contrast	good contrast	poor contrast	poor contrast
619	good contrast	poor contrast	poor contrast	poor contrast	poor contrast	good contrast	good contrast
620	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast
640	good contrast	poor contrast	poor contrast	poor contrast	poor contrast	good contrast	good contrast
621	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast



Similar Colour Combinations, for example:

	602	603	642	646	650	660	664
601	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast

	604	606	607	639	645	652	661
605	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast

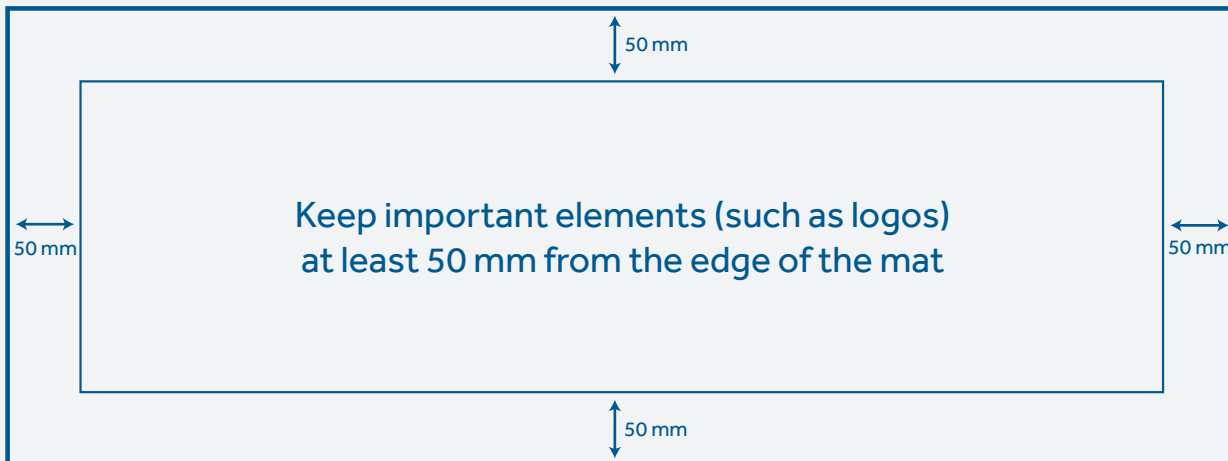
	615	617	619	637	640	641	655
620	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast

Please Note

- Thoroughly check contrasts with colour swatches before placing your order.

Points to Consider

Please Do...

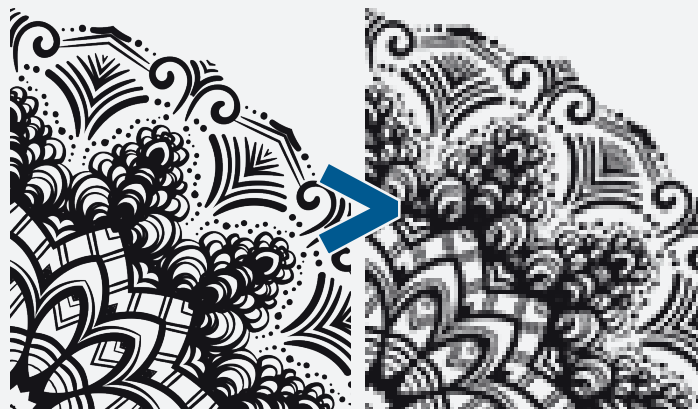


Please Do Not Use...



Watermarked Stock Images

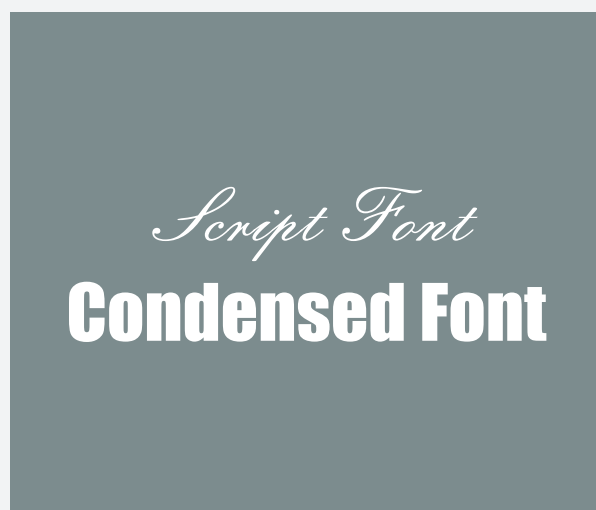
We will not be able to create designs from artwork with watermarked images. Failure to adhere will result in rejected artwork.



Complex Patterns



Weak Colour Combinations



Script or Condensed Fonts