

graphic standards

overall standards:

- “i don’t recycle” oval and URL should never be separated on any of the campaign materials.
- Look to the individual materials to see how the “i don’t recycle” oval and URL are used together.
- Colors of artwork or backgrounds are to never be changed.
- The campaign characters you choose to use in your community can never appear without the yougottabekidding.org URL.
- If a resize of any of the artwork is necessary, the EPS file must always be used.

billboard tips for use:

- The campaign billboards were created at 14 x 48 ft. full size. Tell your signage vendor that the files are built to 5.5 x 18 in. at 300 DPI.
- If your vendor needs to resize the billboard for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- All artwork is set up as CMYK.
- The artwork and copy is NOT to be manipulated or edited, other than a resize, if necessary.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.

bus shelter tips for use:

- The bus shelters are sized to 17 x 23” at 300 DPI.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- All artwork is set up as CMYK.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.

poster tips for use:

- The posters are sized to 24 x 36” at 300 DPI.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- All artwork is set up as CMYK.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- Posters should be printed on ¼” foamcore. This will allow the posters to stand up and be used in multiple environments.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.

1/4 page ad tips for use:

- The ¼ page ad is sized at 5.5 x 4.875" at 300 DPI.
- Both color and B/W versions are available for download depending on your media buy.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.

1/2 page ad tips for use:

- The ½ page ad is sized at 11.25 x 4.875" at 300 DPI.
- Both color and B/W versions are available for download depending on your media buy.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.

direct mail postcard tips for use:

- The postcard is sized at 9 x 6" at 300 DPI.
- Postcards print 4 COLOR on both sides.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- Postcards should be printed on 80 pound cover stock to hold up to the mailing process.
- When mailing your postcards, make sure you tell your mail house that you want the bulk postcard rate.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.

coaster tips for use:

- The coasters are sized as 4" circles at 300 DPI.
- This artwork was created as a one color (PMS 185 – Red) job. Your vendor will call this either one color or spot color.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- It is recommended to print multiple coasters to provide the greatest level of interest among residents.
- Community logos are NOT to be added to the coasters.

sticker tips for use:

- The sticker is sized as a 7.3125 x 6" oval at 300 DPI.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- It is recommended to print multiple coasters to provide the greatest level of interest among residents.
- Community logos are NOT to be added to the coasters.

t-shirt tips for use:

- The front graphic (oval) is to not exceed 6" across or go smaller than 3" across ON FRONT ONLY. The oval prints as PMS 185 (red).
- The back graphic (URL) is to not exceed 10" across or go smaller than 6" across on BACK ONLY. Prints as PMS 185 (red) and black.
- The artwork/copy is NOT to be manipulated or edited in any way, other than a resize, if necessary.
- The campaign artwork should be used on white and grey t-shirts only.

banner tips for use:

- The banners are sized to 10x3' at 300 DPI.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- All artwork is set up as CMYK.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- Make sure when you speak to your vendor that you include a means to tied down the banner. Metal grommets at the corners are a very viable solution.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.

"flat tommy" tips for use:

- Flat Tommy is sized as a 5' 11" cutout at 300 DPI.
- If vendor needs to resize for any reason, provide them with the EPS file. Otherwise send the PDF or JPEG.
- All artwork is set up as CMYK.
- The artwork/copy is NOT to be manipulated or edited, other than a resize, if necessary.
- If your Flat Tommy is going to be used primarily outdoors, you may want to consider printing on gator board. Otherwise, 3/16" foamcore would work fine.
- No matter what you print on, make sure the vendor includes a stand as part of the quote.

flier template tips for use:

- The fliers are created in both Microsoft Word and PDF. The PDF files are sized at 8.5 x 11" at 300 DPI – without bleeds.
- All artwork is set up as CMYK.
- The flier can be used as a standard word document or you can send the PDF to a printer.
- The artwork/copy is NOT to be manipulated or edited.
- Your vendor can place your community logo for you. You will need to provide your vendor with a high resolution logo (vector EPS if available). A PDF showing placement of a local logo can be downloaded here and shown to your vendor.