

Every year we get asked to help Transition Year and Business Studies students prepare marketing tools (that's leaflet printing and making signs, roll-up banners and other things) for their project. We at Barrow Signs (www.barrowsigns.com) have put together this guide that will illustrate for you the process involved, and, should help you avoid some of the commonly made mistakes. This will help you and us get better results quicker.



TOP 10 FONTS USED IN LOGOS

There are thousands of fonts or typefaces to choose from and there are many resources that you can get free fonts for your project www.dafont.com is a good one.

These are the most common that we encounter in our business.

HELVETICA
Garamond Caslon Gotham
ROCKWELL
TRAJAN Futura *Bickham*
BODONI Frutiger

COLOUR SELECTION

“ and the emotions associated with colour ”



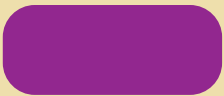
Authority,Dignity
Security, Trust
Loyalty, Conservative
Wisdom



Calming, Healthy
Natural, Refreshing
Environment



Cheerful, Optimistic
Pleasure, Friendship



Femininity, Softness
Innocent, Calming
Love, Sympathetic



Elegant
Conservative
Old Fashioned



Simple, Natural
Earthy, Calming
Stability



Femininity, Softness
Innocent, Calming
Love, Sympathetic



Passionate,
Active, Exciting,
Energetic, Confident



Sterile
Enlightened
Pure



Authority
Powerful
Stylish

FACT

Red is an appetite stimulant, especially when used with yellow. Blue, however is an appetite suppressant. Think about how red is utilised in the fast food industry.

Here are some well known examples of text and image based logos

Ever notice the arrow here?



Logos shown here are the copyright of the brand owners.

Do's and Don't's for Photos

Photos can help sell or explain your product to your audience. Nothing can better professionally taken pictures, however if you follow these tips you will get results that are usually good enough to produce print ready media.

Think about how you want to use the photo, in terms of will it need to be portrait or landscape or even square for social media.

If possible set up your photo with a white or a light coloured background behind your product. (If you want to use a background colour for your print, this makes it easier to edit the photo)

Set the camera or the phone to the best quality setting that you can

Don't zoom in too tight on the product, leave some space all round

Have good lighting

Take lots of photos and choose the best ones

Good Image for editing

Difficult for editing



LAYING OUT YOUR ARTWORK

There are many useful apps and packages for preparing artwork for production. Canva is one that is free and quite simple to use, though you may need to register or create an account first.

Once you have set up your account and are ready to start, the first thing that you need to do is to set up your artboard size.

In the design screen you can import your photos, create shapes, add text and get your artwork ready to send for production.

For print and posters you can set up your artwork to the full size using the A series (A5, A4, A3, A2). For larger sizes we suggest working at quarter size (25%), this way, it keeps the finished file size to a minimum and makes it easy to send.

COMMON SIZES

Signs	Artwork set to 25%
813mm x 1220mm	207mm x 305mm
1220mm x 1220mm	305mm x 305mm
Pull Up Banners	Artwork set to 25%
850mm x 2000mm	212.5mm x 500mm

CHECK ALL OF YOUR SPELLINGS, PUNCTUATION, GRAMMAR AND LAYOUT CAREFULLY.

THREE
IMPORTANT
LETTERS

PDF

When you are happy with your design it is important to save it (or sometimes called export it) in the PDF format. If there is a high resolution or print quality setting choose this. PDF (Portable Document Format) files are the industry standard for professional printers and sign makers. Being able to present your artwork in this format will get your job to production faster and save your printer a lot of stress trying to convert incompatible file types.



WHAT NEXT?

You or your group have worked hard to develop your business idea, considered your branding, captured photos and prepared artwork.

Now it's time to talk to us...

In order for your printer to fully understand what it is you are looking for, it is important for YOU or YOUR GROUP SPOKESPERSON to talk to us or your printer. Parents, siblings, or others not involved in your project find it difficult to explain what it you are trying to achieve. Have ready (a) what products you are looking for, (b) the materials and sizes (c) the quantities and (d) when you need them. (You should allow 4 - 7 days for production)

If you have followed the previous steps in laying out artwork then your job can move straight to production without further delay. Problem artwork will be returned for querying. Once you commit to production then you are liable for the cost of the printing.

WHAT WE DO.....



We work with many schools, colleges and other organisation in the areas of making signs and commercial printing.

← These are known as pull up banners and are very popular for sales events, exhibitions and PR occasions.

We also print coriboard signs that are durable, weatherproof and low cost in short runs as well as labels, leaflets, tickets, brochures, etc.

Talk to us at Barrow Signs about your project

email: talktous@barrowsigns.com

www.barrowsigns.com