

PRE-DESIGN *Design Guidelines*



WELCOME! This overview was written to guide you step-by-step through properly formatting your School Logo. If you have any questions, don't hesitate to contact your sales representative or call our office at 1-800-682-0970.

DEADLINE: Unless prior arrangements have been made with your sales rep, **materials are due by April 1st.** Please check your order confirmation to verify your due date. Contact your sales rep for potential financial and delivery implications if your materials will be late.

OVERVIEW: Pre-Design covers come with your school name & logo printed over the background design of your choice. You may submit a full color logo and choose the two colors used in the background of your design.

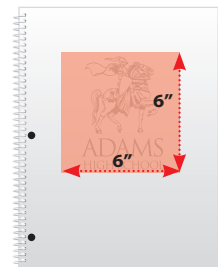
Want to use last year's logo & Pre-Designed cover? Skip to step 6. Otherwise, format your School Logo as follows.

1. SET UP YOUR DOCUMENT

Your logo will be sized appropriately according to the design you choose in Step 4. To ensure your logo is large enough to print clearly, we recommend sizing it to 6" x 6" using Microsoft Word as follows:

- Open Microsoft Word and create a blank 8.5" x 11" document.
- Save the document in an easy to find place on your computer, naming it as your school's name.
- Set the document margins as listed at right.

TIP: *Not sure how to set margins in Microsoft Word? Learn how at www.office.microsoft.com.*



- Set Top/Bottom Margins to 2.5"
- Set Left/Right Margins to 1.25"

2. CREATE YOUR ARTWORK When creating your artwork there are just a few rules to follow:

COLOR

All images and text must be CMYK or Black-and-White color mode. **DO NOT** use RGB color mode, as it produces unexpected results when printed.



RIGHT: CMYK Color



WRONG: RGB COLOR
(produces unexpected results when printed)

RESOLUTION

Image resolution must be between 300 and 600 DPI. Lower resolution images will print blurry. **TIP:** *Avoid using artwork pulled off of websites as they are usually very low resolution.*



RIGHT: 300 - 600 DPI



WRONG: Under 300 DPI

FONTS

If your logo includes text, we recommend choosing a font that is easy to read and sized to at least 10 pts. Use a limited amount of text as the more text you have, the smaller the text will be. Avoid using fonts that are difficult to read.



RIGHT: Easy to Read



WRONG: Difficult to Read

3. SAVE YOUR FILE

- Proofread your file carefully for spelling and copy errors. You alone are responsible for the accuracy of the content.
- If you sized your logo in Word, make sure your logo and text falls within the margins.
- When you are satisfied with your design, **save it as a .pdf, .jpg or .tiff file.**

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4. CHOOSE YOUR BACKGROUND (CHECK ONE)



VISION*
Color 1: Background and logo
Color 2: Circle and text
**School provides photo for top*



DISCOVERY
Color 1: Background
Color 2: Logo and text



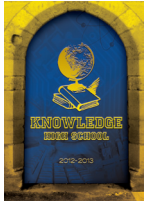
FREEDOM
Color 1: Background
Color 2: Logo and text



HOBBY
Color 1: Background
Color 2: Logo and text



INKED
Color 1: Background and logo
Color 2: Text and 'ink splotch'



KNOWLEDGE
Color 1: Background
Color 2: Logo, text, and border



MONOGRAM
Color 1: Background, logo and text
Color 2: Stripe and initials



OUT OF THIS WORLD
Color 1: Background and initials
Color 2: Logo and text



PEELING
Color 1: Background
Color 2: Logo and text



SPORT
Color 1: Background
Color 2: Logo and text

Using the color palette at www.StudentPlannerUSA.com choose Color 1 and Color 2:

Color 1: _____
Color 2: _____

- Use my full color logo as-is.
- OR, change my logo to the color specified above.

In the space below, write text EXACTLY how you want it to appear, including capitals, spaces and number of lines.

Specify font(s): _____

5. SEND YOUR DESIGN To ensure the highest quality, digital files are **REQUIRED**.

Submit your file as follows:

- **Email or send your digital file (required):** Email your file to Production@StudentPlannerUSA.com or mail a CD to the address below. Reference your name, school name, zip code and the name of the font(s) used in your logo.

THE STUDENT PLANNER | Attn: Production
 1355 S. Colorado Blvd, STE C400 | Denver, CO 80222

Checklist:

- My logo is at least 6" x 6", 300 DPI and CMYK Color Mode.
- All of my text is easy to read.
- I have proofread all content in my logo and verify it is correct and print-ready.
- My school has the rights to print our school mascot/artwork.
- I chose my design, colors and font in step 4.
- I have submitted a .pdf, .jpg or .tiff file.
- If I chose the "Vision" design in step 4, I have submitted a 300 DPI, CYMK photo for the top half of the design.

6. FILL OUT & FAX TO 1-888-550-5643

- I would like the same design as last year with the year updated to 2012-2013
- I am emailing my files, OR
- I am mailing my files on a CD

NAME: _____
 SCHOOL NAME: _____
 ADDRESS: _____
 CITY / STATE / ZIP: _____
 PHONE: _____

I am authorized to submit files for this school, and my school has the right to print our school mascot/artwork.

Signature _____ Date _____