

Smarts Family Artwork – Guidelines

Bill Stuffer, Press Ads, Poster, Accompanying Letter and Web Banner

The downloadable artwork for the Smarts elements above has been created as locked high resolution files in the relevant format required by the varying suppliers. For example, posters have been formatted into print-ready high resolution PDFs appropriate for supplying to printers, and the web banner can be downloaded as a high resolution PSD file suitable for supplying to online hosts.

The PDFs provided on this site are flat so when opened in a design program such as InDesign or Quark, they will appear as high resolution images. A variety of fields have been left blank on the flat artwork, which need to be edited in order to display the correct local authority information. This can be entered in any font and style required, although should it wished to be copied, the font used in the designs provided is called Linotype Inagur™. These fields can be entered in the design program as a text box which can be layered on top of the flat image. It is a case of simply filling in the blanks!

Information to be entered includes:

- Number of months council tax payments can be spread over **(all files)**
- Local authority URLs **(all files)**
- Local authority telephone numbers **(all files)**
- Local authority address **(Accompanying Letter only)**
- Box to display local authority logo **(all files)**
- Relevant Direct Debit Instruction information **(Bill Stuffer only)**

Once all information has successfully been entered into the appropriate spaces, a further high resolution PDF can be saved with the updated information and this file can be sent to the printer.

The **Web Banner** has been set up as a two layer PSD. The top layer of artwork is easily removed and like the PDFs, the relevant local authority contact information simply needs to be entered. Once this file is re-saved, the PSD can be sent to the online host for easy upload.

T-shirts, Balloons and Online Ad

These elements have been provided as downloadable high resolution EPS and PSD files. Again, this is because they are required by suppliers in these formats. These files are locked and require no further editing; they can simply be forwarded on to the chosen supplier for print or listing.

If you encounter any problems or have any questions on any of this information, please contact Dawneth Perry on d.perry@bacsservices.co.uk.