

# BEST PRACTICE FOR ARTWORK SUBMISSION

## BUSINESS LOGO

### Do's and Don'ts

The logo should be primarily company's brand name or trademark.

Advertisers must have authorisation to use trademarks, logos or brands within advertising and must comply with rights to use.



Other images representing your business, (e.g. a shopfront or photo/pictorial representation of the business)

Text such as "click here"/ additional ads information



### FILE INFORMATION FOR BUSINESS LOGO

Temporary size : 203px x 150px  
Image DPI : 72 pixels/ inch  
Color Mode : RGB  
File Type : JPG, GIF, PNG

## PHOTO GALLERY

### Do's and Don'ts

Add photo description limit to 120 characters.

Focus on 1 (one) subject per photo.



Photos found on websites other than the customers own, such as Google images or Flickr may not be used.

Logo of products cannot be used as an image.



### FILE INFORMATION FOR PHOTO GALLERY

Temporary size : 480px x 480px  
Image DPI : 72 pixels/ inch  
Color Mode : RGB  
File Type : JPG/ PNG

# BEST PRACTICE FOR ARTWORK SUBMISSION

- Maximum artwork processing is within the 48 hours of working days.
- Artwork prepared for client is up to (2) TWO times revision.  
( The revision includes logo, image gallery and promotion )
- Logo submitted by client must be in JPG, GIF or PNG file ( Please refer to size requirement on page 3 )
- All images must include caption to describe the product. Eg: Folded chair, Stainless steel Stool
- Client to provide images from their own resources (website/cd/catalogue) OR from YP Image bank resources (client need to advise their photo preferences)

*\*Only photos owned by the client may be used in Image Gallery. Photos found on websites other than the customers own, such as Google images or Flickr may not be used.*

- Artwork prepared are based on basic graphic work which includes image scanning, re-sizing, cropping, and color enhancing.
- No descriptions, slogans, specifications, except for product name can be included in the image gallery
- Logo of products cannot be used as an image.

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## \* INTERNAL INFO FOR CURRENT PACKAGE DEAL

For IYP images, we allow only 3 artwork design (gallery or deal images : total 3) + 1 logo (no photoshoot service provided)

Revision : 2 times max for all 3 images / year.

The logo must be submitted in digital format. If not & extensive processing is required, it will be considered as 1 of the 3 artwork design quota that we provide