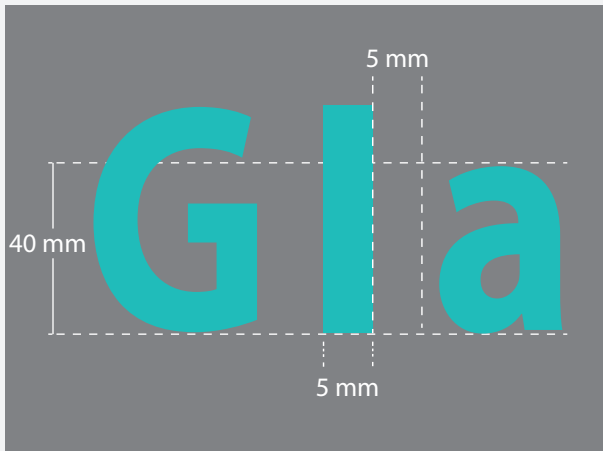


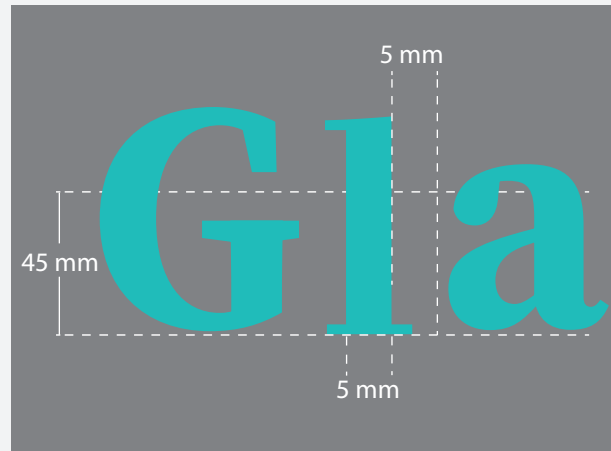
# Minimum Text Size



## Coloured letters

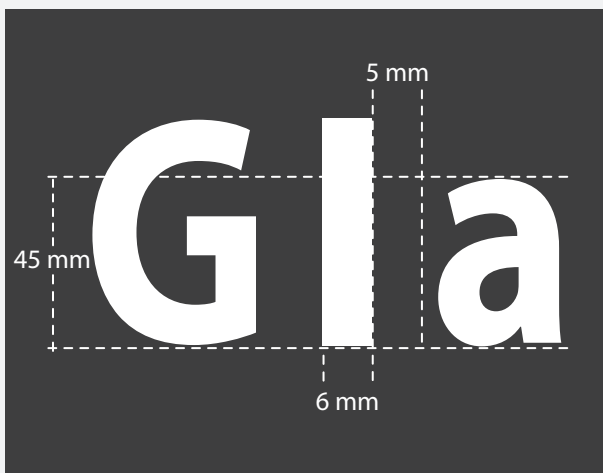


Sans-Serif Fonts

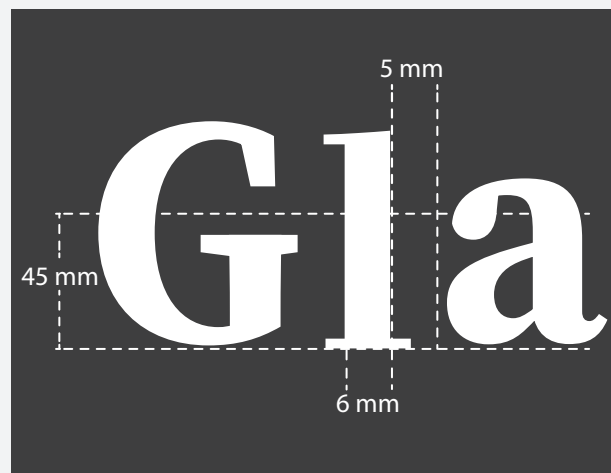


Scripts & Serif Fonts

## White letters on a dark background



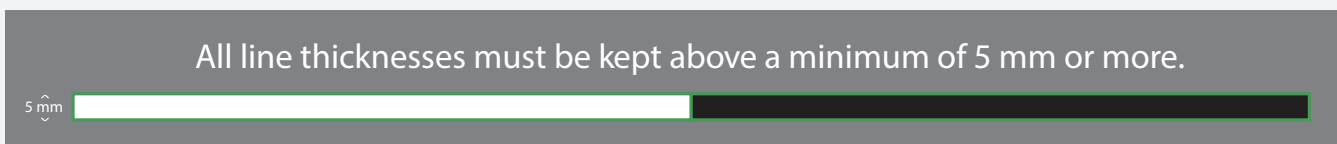
Sans-Serif Fonts



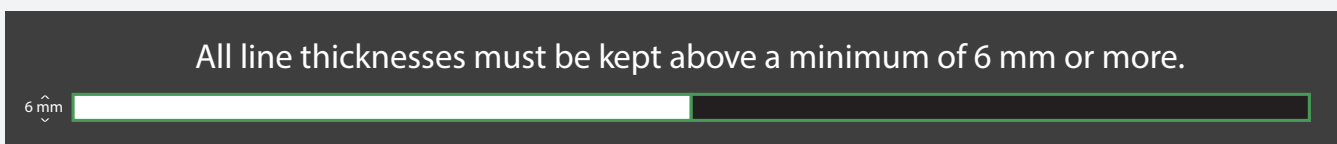
Scripts & Serif Fonts

# Minimum Line Thickness

## Light Backgrounds



## Light Backgrounds

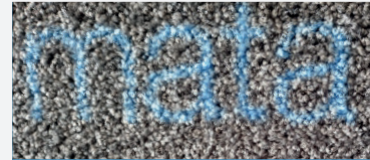


# Colour Contrast



## Blues & Grays

	629	630	631	632	654	665	666
613	good contrast	good contrast	poor contrast	poor contrast	good contrast	good contrast	good contrast
614	poor contrast	poor contrast	good contrast	good contrast	poor contrast	poor contrast	poor contrast
615	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast
624	poor contrast	poor contrast	good contrast	good contrast	poor contrast	poor contrast	poor contrast
637	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast



## Green & Grays

	629	630	631	632	654	665	666
617	good contrast	poor contrast	poor contrast	poor contrast	poor contrast	good contrast	good contrast
618	poor contrast	good contrast	good contrast	good contrast	good contrast	poor contrast	poor contrast
619	good contrast	poor contrast	poor contrast	poor contrast	poor contrast	good contrast	good contrast
620	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast
640	good contrast	poor contrast	poor contrast	poor contrast	poor contrast	good contrast	good contrast
621	good contrast	poor contrast	poor contrast	good contrast	poor contrast	good contrast	poor contrast



## Similar Colour Combinations, for example:

	602	603	642	646	650	660	664
601	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast

	604	606	607	639	645	652	661
605	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast

	615	617	619	637	640	641	655
620	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast	poor contrast

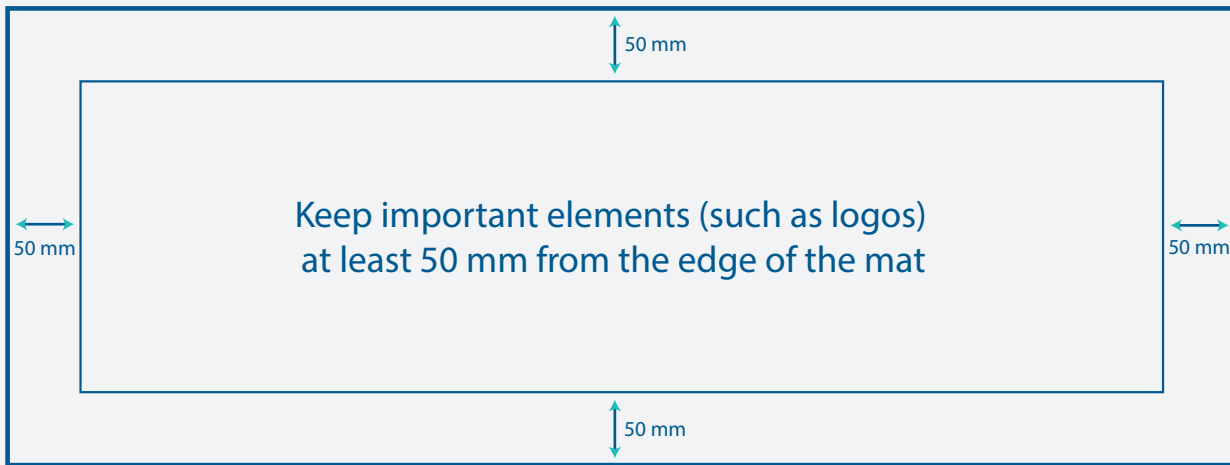
## Please Note

- Thoroughly check contrasts with colour swatches before placing your order.

# Points to Consider



## Please Do...



## Please Do Not Use...



### Watermarked Stock Images

We will not be able to create designs from artwork with watermarked images. Failure to adhere will result in rejected artwork.



### Complex Patterns



### Weak Colour Combinations

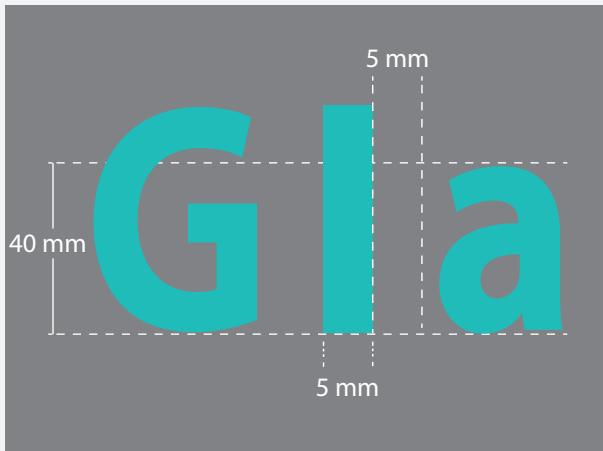


### Script or Condensed Fonts

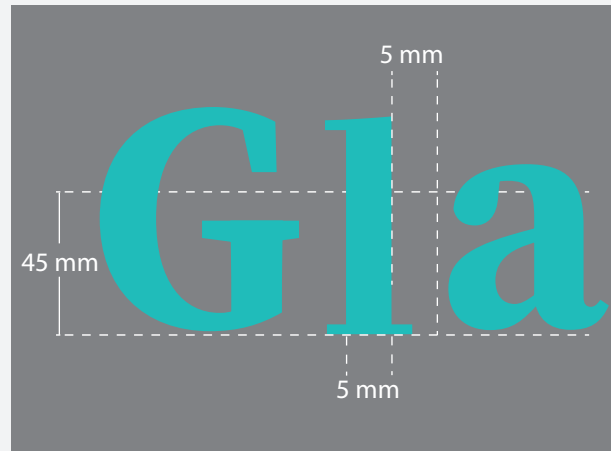
# Minimum Text Size



## Coloured letters

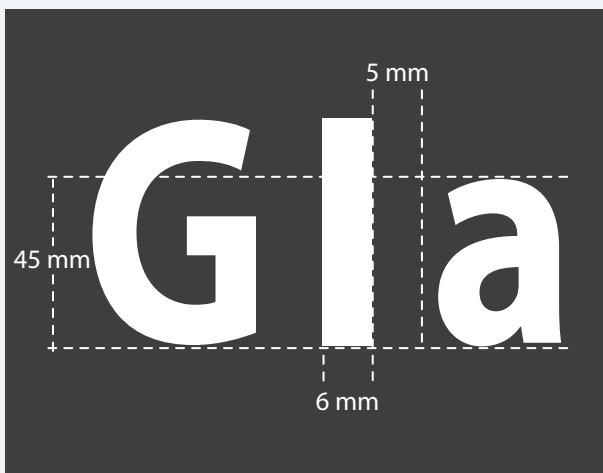


Sans-Serif Fonts

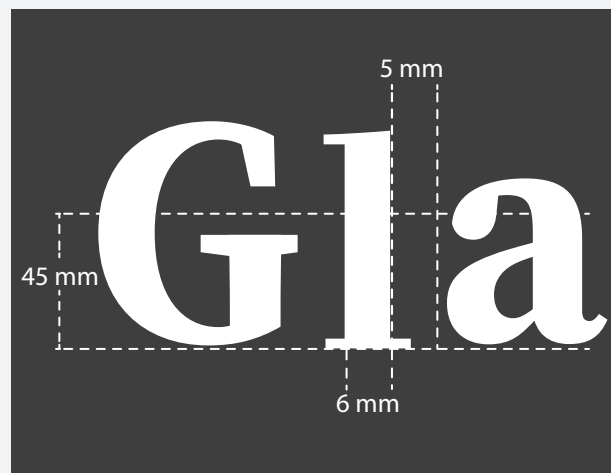


Scripts & Serif Fonts

## White letters on a dark background



Sans-Serif Fonts



Scripts & Serif Fonts

# Minimum Line Thickness

## Light Backgrounds

All line thicknesses must be kept above a minimum of 5 mm or more.

5 mm

## Light Backgrounds

All line thicknesses must be kept above a minimum of 6 mm or more.

6 mm