

Show That Your Organization Cares About Hand Hygiene!
The Affinity Custom Dispenser Program



create awareness



Brand awareness. School pride. Show that your organization cares about hand hygiene. It's all possible with the Affinity Custom Dispenser Program.

Multiple colors. Multiple print locations. Endless options. The choice is yours. Keep it simple with a one color logo in one location, or create a design with multiple colors in three locations.

It's easy to get started. Your Hillyard Consultant can help!



placement options

zone 1

1.0" Tall x 2.5" Wide



zone 2

0.5" Tall x 1.5" Wide

City High School

zone 3

0.75" Tall x 2.0" Wide

Mustangs
Wash Their Hands!

submit a custom logo, use our standard text program, or do both

Adding text is easy, even if there's no artwork! Select from our standard fonts. Come up with the phrase(s) and colors. Tell us where to put them on the dispenser, and we'll take care of the rest.

See the chart on back for a guideline of maximum characters and lines per zone.

standard text options

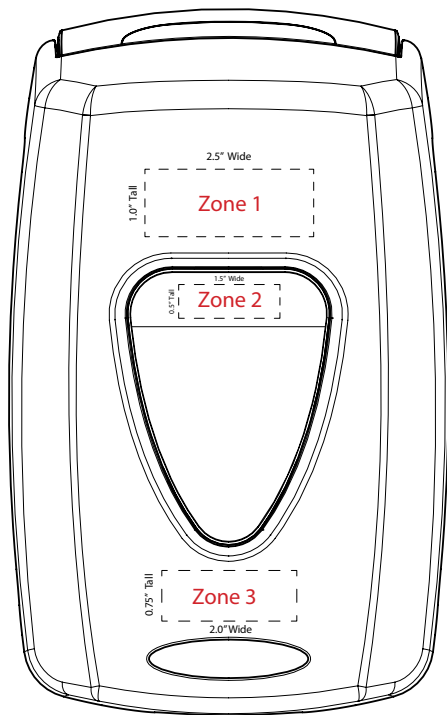
1. **ITC Souvenir Demi**
2. Times New Roman
3. Chalkboard
4. **Impact**
5. Arial

submit an art request!

Get the online
artwork request form at

www.hillyard.com/affinity/home.html

affinity dispenser customization process



Minimums

360 Dispensers. Ordered in full case quantities, 6 dispensers per case.

Artwork Requirements

Artwork files and logos need to be in vector format.

Acceptable file types include:

- .eps (encapsulated postscript)
- .ai (Adobe illustrator)
- .pdf (Adobe PDF)

Unacceptable file formats include .jpg, .png, .tif, .doc, .pub, .ppt, .psd, .gif. Generally, any graphic captured from a web page would be unacceptable.

Maximum Printable Area

Zone 1 - 1.0" Tall x 2.5" Wide

Zone 2 - 0.5" Tall x 1.5" Wide

Zone 3 - 0.75" Tall x 2.0" Wide

Colors

1 - 4 colors per zone. On white dispensers, black is considered a color. And, on black dispensers white is considered a color.

When possible, colors need to be submitted as Pantone Matching System colors, a standardized book of colors. Colors are usually referred to as a number with the letters PMS in front of it, ex: PMS301. If your organization has formal identity standards, chances are colors have been established in the PMS system. We will convert colors to the closest match, if a PMS number is not specified.

Determining Number of Imprints

The number of imprints is directly related to complexity of printing. More imprints require more plates and more printing time. An imprint is defined as a color in a zone. Add the colors within a zone to get the total imprints per zone. Then, add the total imprints for all zones to get the total imprints per dispenser. See example at left.

Adding Text

In addition to logos, text can be added without artwork to dispensers. The zone, color of text, style of text, and characters must be provided on the dispenser artwork request form. The chart at left is a guideline for the amount of text that can be added by zone. When combined with logo's, the guidelines at left do not apply. Amount of text will then be dependent on the size of the logo.

Artwork Request Form

Go to www.hillyard.com/affinity/home.html to download an electronic artwork request form.

Return Policy

Customized dispensers are NOT returnable.



Zone	Colors	Imprints
1	Purple Black	2
2	Purple	1
3	Purple Black	2
Total Imprints		5

Zone	Maximum Characters Per Line*	Max Lines Per Zone
1	25	4
2	15	2
3	20	3

* Maximum characters per line includes spaces between words and punctuation. Based on 15pt. text.

All information contained herein is subject to change without notice.

