affinity dispenser customization process

2.5" Wide
1.0" Tall
Zone 1

1.5" Wide
0.5" Tall
Zone 2

0.75" Tall
Zone 3
2.0" Wide

Mustangs!

City High School

Mustangs
Wash Their Hands!

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.
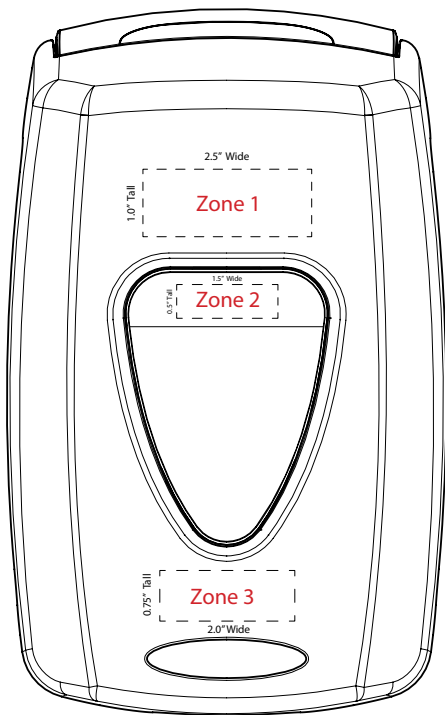
Minimums

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.