



CUSTOM BRANDING GUIDE

ingenious smartphone stand



The Original **STANDUP** Custom Branding Guide
AUGUST 2023



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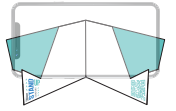


The Original STANDUP

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The Original STANDUP Box

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PRODUCT SPECIFICATIONS



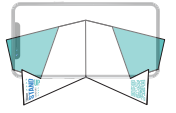
Double business card size that folds into a stand for landscape viewing

- > 55 x 180mm
- > 330gsm
- > Landscape smartphone viewing
- > Folds in half for storage
- > Made from Barry Bleach Board
- > Ideal to use for branding, promotions, business cards and more
- > Printable on all panels and sides
- > Gloss outside — matt inside
- > Writable on inside
- > 250 units per box



**The Original STANDUP
Display Box**

included for each 250 order
See page 5 for specifications



PRINT SPECIFICATIONS | TEMPLATE



DESIGN NOTES

Use our supplied artwork templates.

Consideration should be taken of cuts and folds of product and how the artwork appears when product in use and static.

All artwork to be cmyk including logos and images.

Metallic, fluorescent and foil colours cannot be used.

No paper stock changes. Gloss exterior, matt interior.

Images must be a minimum resolution of 300dpi.

Turn all fonts to paths/outlines.

Final artwork saved as hi res .pdf with 3mm bleed and trim marks.

If you do not supply artwork which matches our requirements, we will ask you to re-supply it or charge you for the time it takes to adjust.

COPYRIGHT

All images, graphics and fonts provided in artwork / or provided to A **STANDUP** Company for artwork, must comply with copyright and be the property of the client.

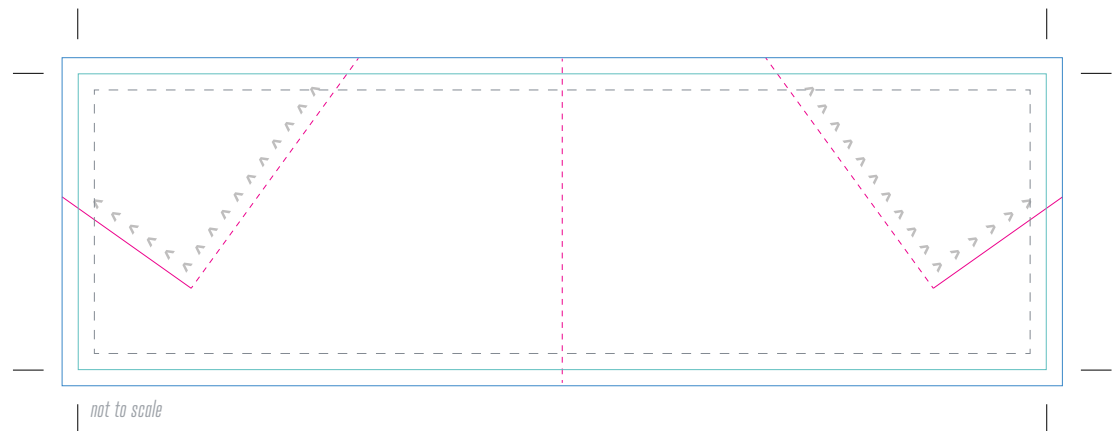
TEMPLATE NOTES

Trim area marked by the green line.
Artwork that extends beyond this line will not be seen on the product.

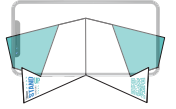
Text and non-bleed images should be kept at least 3mm from the trim line.

Bleed area marked by the solid blue line.
Please make sure background extends into the bleed area, the bleed ensures unprinted white edges after trimming.

ASUC take no responsibility for low resolution images, bitmapped fonts, colour variation etc.



- - - - Safe Artwork area — 174 x 49mm
- Trim area — 180 x 55mm
- Bleed area — 186 x 61mm
- - - - Fold
- Cut
- ^ ^ ^ Arrows (client colour choice)



LOGO SPECIFICATIONS



OPTION 1 : LOGO & QR

- > **Option a** — Use our full colour 'A STANDUP COMPANY' & QR combo logo in phone frame



minimum size 22 x 11mm

- > **Option b** — Where full colour is unsuitable please use our mono logo in grey, blue, green or white



minimum size 22 x 11mm

OPTION 3 : WEB ADDRESS

- > **Option a** — Use our full colour www.standupcompany.com.au
- > **Option b** — Where full colour is unsuitable please use our web address in black, blue, green or white

 c75 m37 y0 k0
PMS 2925

 c18 m9 y6 k45
PMS 423

 c60 m4 y27 k0
PMS 3262

OPTION 2 : LOGO

- > **Option a** — Use our full colour 'A STANDUP COMPANY'

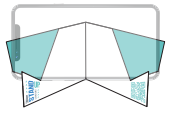


- > **Option b** — Where full colour is unsuitable please use our mono logo in grey, blue, green or white

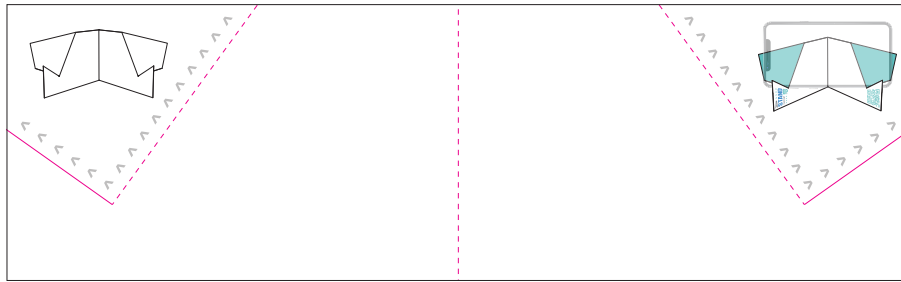


minimum logo size 11mm

Clear space — retain a clear 'UP' distance around logo where possible



OPTIONAL GRAPHICS



not to scale

CONSTRUCTION DIAGRAMS

recommended placement inside wings (images for illustrative purposes only)



SUSTAINABILITY LOGOS

ISO14001 EMS



RESPONSIBLE FORESTRY PRACTICES



RECYCLABLE



BY-LINE

STANDUP sit down screentime

STANDUP
sit down
screentime



PRODUCT SPECIFICATIONS



Our original STANDUP display box is included as standard
It can be custom branded at an additional cost

- > Holds 250 units
- > 180mm wide x 150mm deep x 55mm high when closed – 170mm high when open
- > Made from Barry Bleach Board
- > 250gsm
- > Lid opens and tucks into back of box to create pop-up product display
- > Easy access to product





PRINT SPECIFICATIONS



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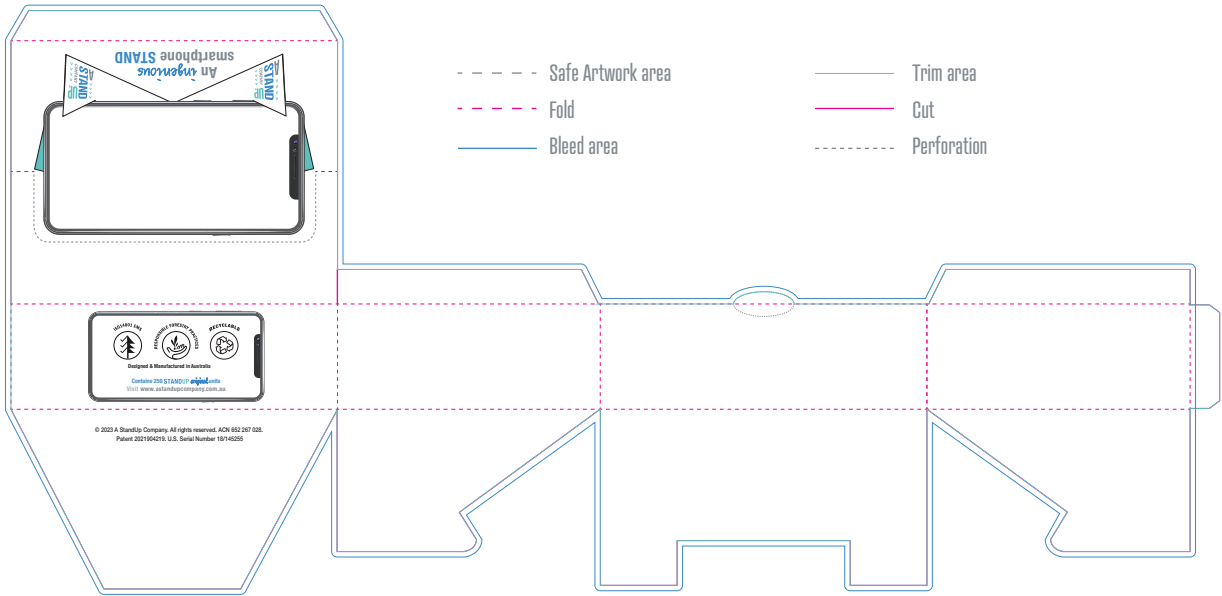
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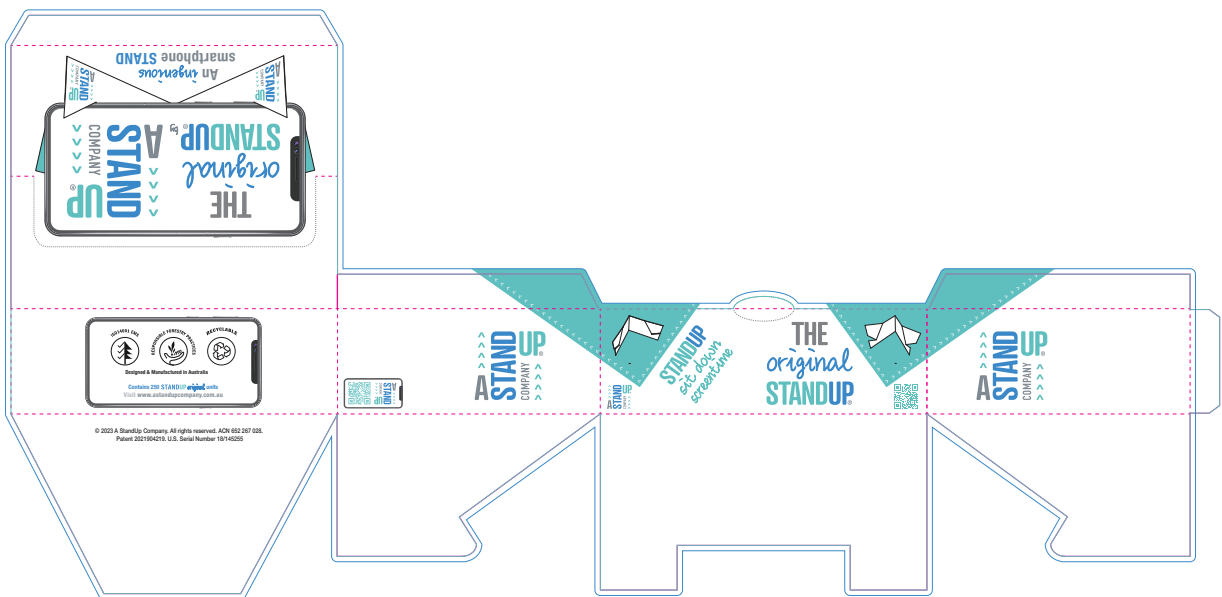
TEMPLATE



TEMPLATE (not to scale)

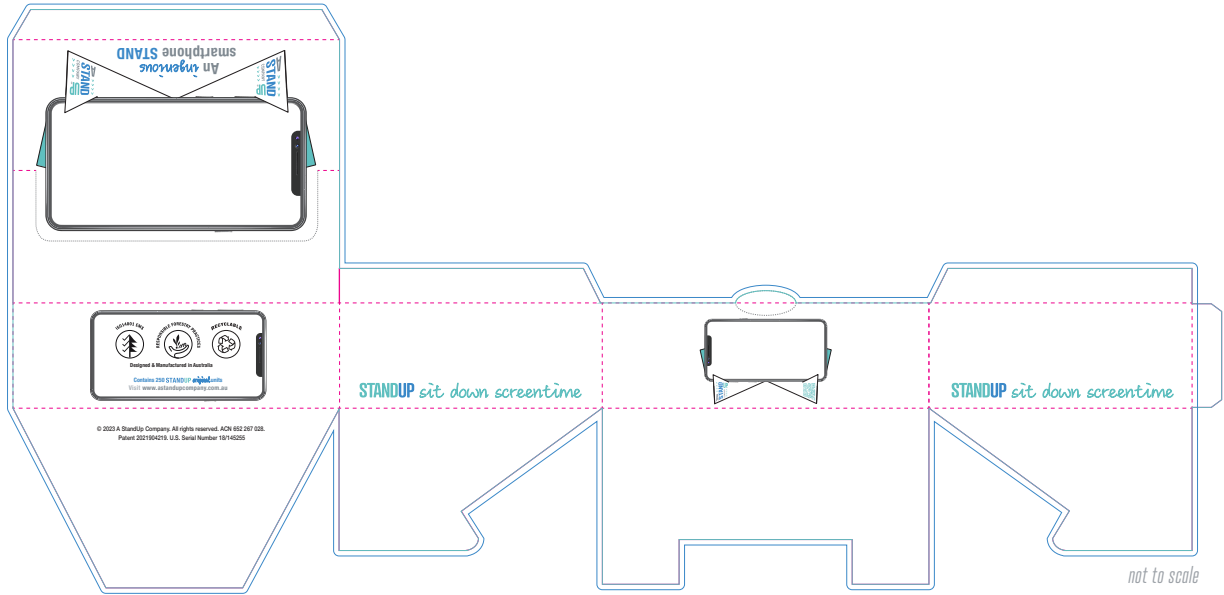


SAMPLE TEMPLATE (not to scale)



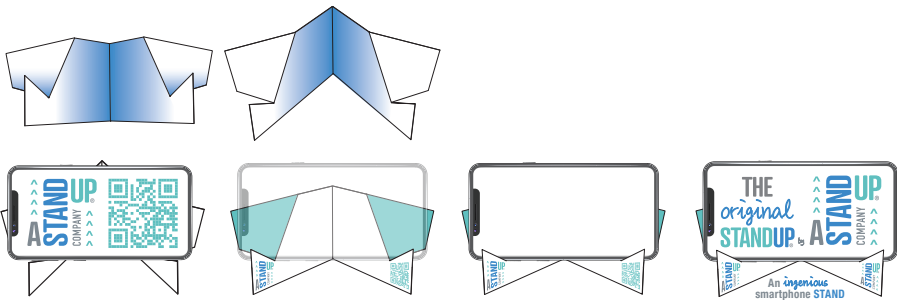


OPTIONAL GRAPHICS



CONSTRUCTION DIAGRAMS

recommended placement inside wings (images for illustrative purposes only)



SUSTAINABILITY LOGOS



BY-LINE

STANDUP sit down screentime

STANDUP
sit down
screentime