CUSTOM BRANDING GUIDE

ingenious smartphone stand

CONTENTS

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The STANDUP Straight

The STANDUP Straight Box
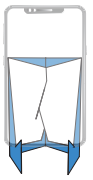
PRODUCT SPECIFICATIONS

> >

DL size that folds into a stand for portrait or landscape viewing

> 99 x 210mm (DL)

> 330gsm

> Portrait or landscape smartphone viewing

> Made from Barry Bleach Board

> Ideal to use to communicate large amounts of information / branding

> Printable on all panels and sides

> Gloss outside — matt inside

> Writable on inside

> 250 units per box

The STANDUP Straight Display Box
See page 13 for specifications
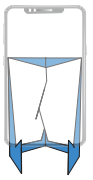
PRINT SPECIFICATIONS | TEMPLATE

> >

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.
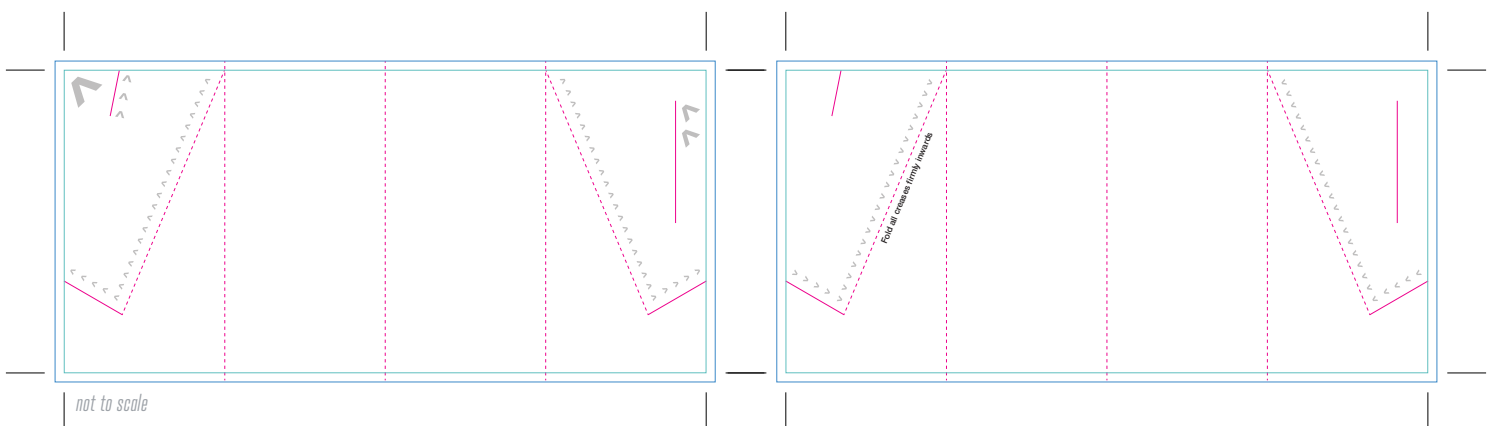
TEMPLATE NOTES

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.

not to scale

- - - - Safe Artwork area — 174 x 49mm	──── Trim area	──── Bleed area
- - - - Fold	──── Cut	^ ^ ^ Arrows (client colour choice)
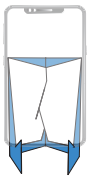
LOGO SPECIFICATIONS

> >

OPTION 1 : LOGO & QR

> **Option a** — Use our full colour 'A **STAND**UP 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.astandupcompany.com.au

> **Option b** — Where full colour is unsuitable please
> use our web address in black, blue, green or white

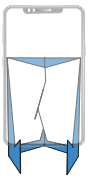|	
c75 m37 y0 k0	PMS 2925
c18 m9 y6 k45	PMS 423
c60 m4 y27 k0	PMS 3262

OPTION 2 : LOGO

> **Option a** — Use our full colour
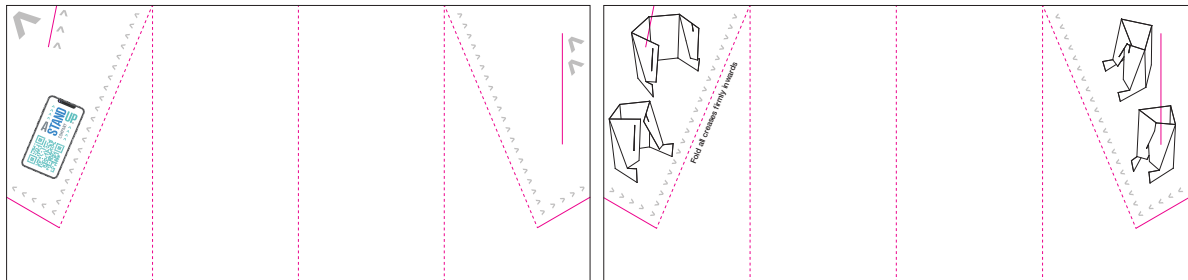> 'A **STAND**UP COMPANY'

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

minimum logo size 11mm
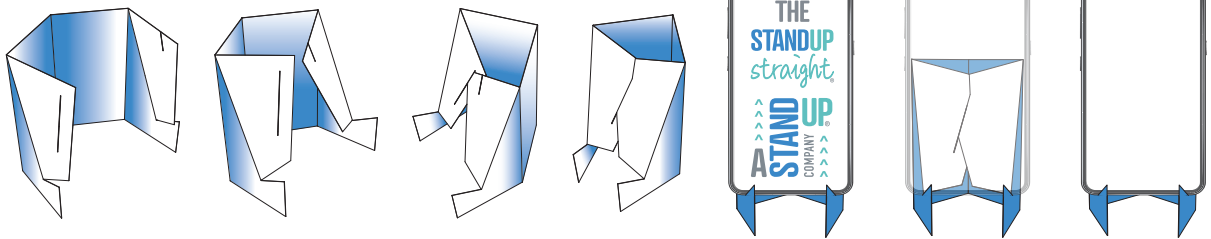*Clear space — retain a clear '**UP**'*
distance around logo where possible

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 scrolltime*

STANDUP
*sit down
scrolltime*

PRODUCT SPECIFICATIONS

> >

**Our STANDUP Straight 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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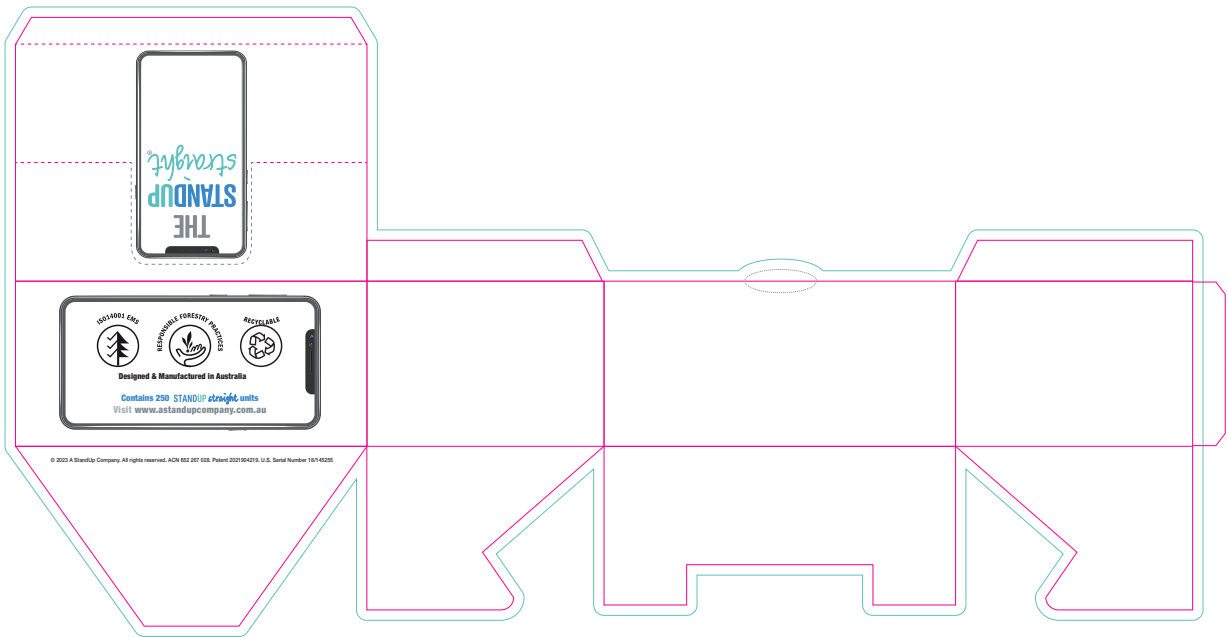
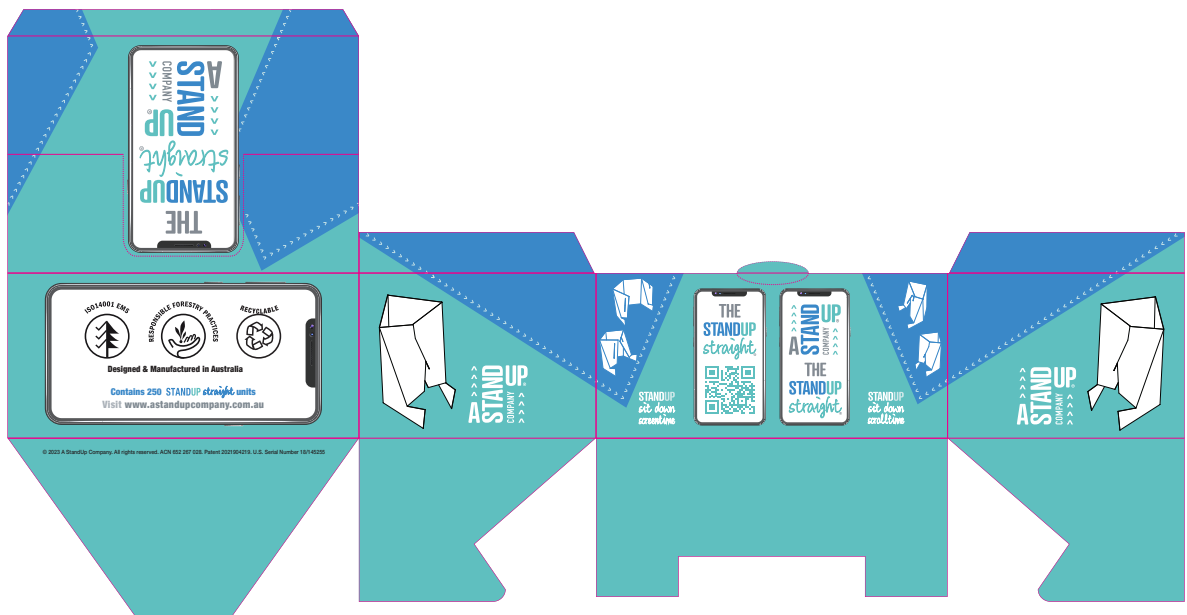ASUC take no responsibility for low resolution images, bitmapped fonts, colour variation etc.
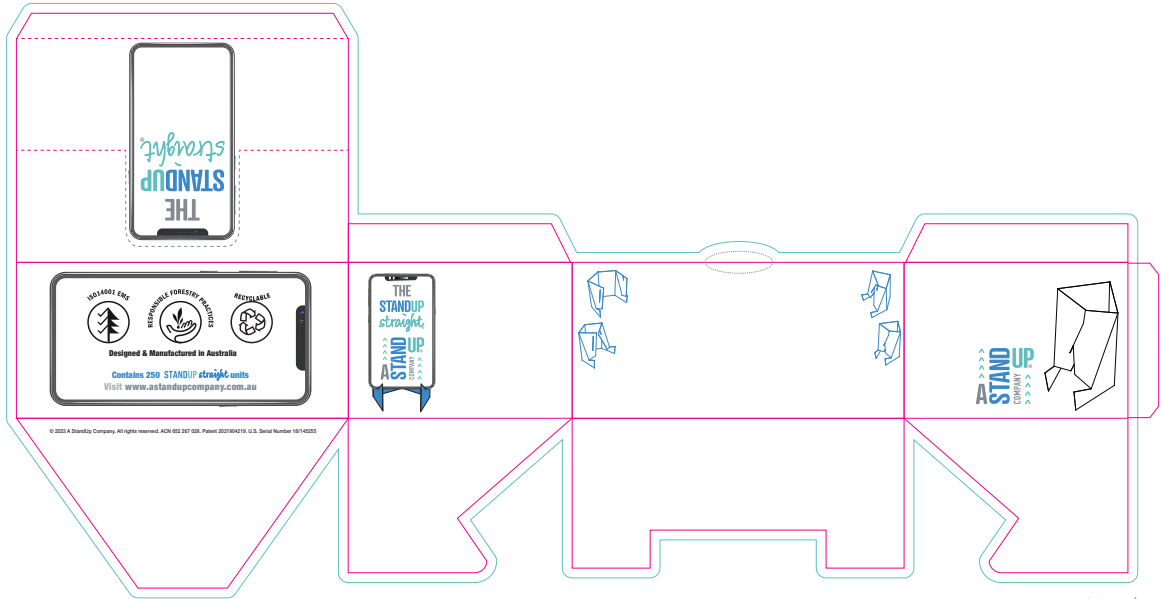
TEMPLATE

> >

TEMPLATE *(not to scale)*

SAMPLE TEMPLATE *(not to scale)*

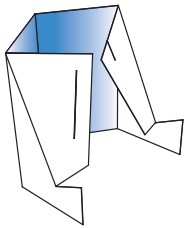# **OPTIONAL** GRAPHICS

> >

not to scale

CONSTRUCTION DIAGRAMS
images for illustrative purposes only

SUSTAINABILITY LOGOS

ISO14001 EMS   RESPONSIBLE FORESTRY PRACTICES   RECYCLABLE

BY-LINE

STANDUP *sit down scrolltime*

STANDUP
sit down
scrolltime