

Registering your logo

In order to have your logo available for publication in lineage advertisements in The Age, you must first register it so it can be allocated a logo number. You can then quote this number to have your logo appear when booking Classified advertisements.

To register, email your logo (in the format specified below) along with your contact details (name, company, address, contact phone no.) to:

logos@theage.com.au

Once your logo has been checked and found compliant with our specifications, administration will be in contact to advise you of your logo registration number.

If you require more information:

- Technical specifications can be found at the Logos link at www.fairfax.com.au/specs
Click on "Preparing Artwork" and scroll down to "Logo Artwork".
- Technical queries can be directed to Advertising Production Support staff on 1300 666 326.
- Booking enquiries can be directed to the Logo Administration desk on (03) 9601 2337.

Logo specifications

All logos must meet Fairfax quality standards and are subject to quality assurance testing:

- Logos must be created or drawn in a vector art based drawing package such as Adobe Illustrator, or Macromedia Freehand.
- Maximum width for a logo is 29mm. * Recommended height is 11mms or less.
- Sans Serif fonts are preferred (Note: Fairfax does not recommend reversing serified typefaces).
- Minimum general type size is 6pt.
- Minimum coloured type size is 8pt.
- All text/type/artwork (including serifs) must have a minimum stroke thickness of .75pt.
- Colour logos must be made up using only the CMYK colour mode. (Note: allow a maximum of 3 colours only, to make a single colour).
- Mono logos must be made up using only the greyscale colour mode.
- RGB, Spot or other colour modes are not suitable and will not be accepted.
- Total ink weight must not exceed 230%.
- All fonts should be outlined.
- Logos should be saved in EPS format with a TIFF preview.

* Minimum logo depth is 3-lines (3mms)

