

Registering your logo

In order to have your logo available for publication in lineage, 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 Sydney Classified advertisements.

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

classlogos@mail.fairfax.com.au (for Sydney publications)

Once your logo has been received and processed, administration staff will be in contact to advise you of your registration number.

If you require more information:

- Technical specifications can be found at the Logos link at www.fairfax.com.au/specs.
- Technical queries can be directed to Advertising Production Support staff on 1300 666 326.
- Booking enquiries can be directed to Corinne Graham on 02 9282 1259

COLOUR logo specifications

This summary information relates to the requirements for both colour and mono logos for Fairfax Syd. More detailed technical information, including reproduction tips, can be found at the Logos link at www.fairfax.com.au/specs.

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

- Logos must be created as vector art using a vector based drawing package such as Adobe Illustrator, or Macromedia Freehand.
- Logos sizes: single column 30.7mm (w) x 10.5mm (d); double column 63.4mm (w) x 21.7mm (d)
- San Serif fonts are preferred.
- Minimum general type size is 6pt.
- Reversed text must have a minimum stroke thickness of .75 points.
- Logos must be made up using only the CMYK colour mode only.
- RGB, Spot or other colour modes are not suitable and will not be accepted.
- Total ink weight must not exceed 230%.
- Minimum coloured type size is 8pt **bold** (3 colours maximum).
- All fonts should be outlined.
- Logos should be saved in EPS format with a TIFF preview.

* Minimum lineage charges may apply per publication.

MONO logo specifications

This summary information relates to the requirements for both colour and mono logos for Fairfax Syd. More detailed technical information, including reproduction tips, can be found at the Logos link at www.fairfax.com.au/specs.

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

- Logos must be created as vector art using a vector based drawing package such as Adobe Illustrator, or Macromedia Freehand.
- Logos sizes: single column 30.7mm (w) x 10.5mm (d); double column 63.4mm (w) x 21.7mm (d).
- San Serif fonts are preferred.
- Minimum general type size is 6pt.
- Minimum reversed type size is 8pt.
- Logos must be made up using only the greyscale colour mode.
- RGB, Spot, CMYK or other colour modes are not suitable and will not be accepted
- All fonts should be outlined.
- Logos should be saved in EPS format with a TIFF preview.

* Minimum lineage charges may apply per publication.