

## Thank you for choosing Action Publishing to produce your 2010-2011 school agendas. Your business is appreciated.

Please adhere to the guidelines on the following pages so we can provide you with a quality Action Agenda, on-time. Action Publishing will not be held responsible for final product if guidelines are not followed.

Have Questions? We're proud to offer Live Chat. Click the chalkboard below to Live Chat with an Action Publishing salesperson. Live Chat can also be accessed at [www.actionagendas.com](http://www.actionagendas.com)



*Click the links below to visit our pages!*



[art@actionagendas.com](mailto:art@actionagendas.com)  
**800.388.2919**

Made in U.S.A.

# customizationguide

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**DELIVERY DATES WILL BE PUSHED BACK IF FILES ARE NOT PRESS READY AND RECEIVED BY 5PM MST ON ART DUE DATE.**



### 1. COVER LOGO

- Logos are foil-stamped in ONE color.
- Logo area is 4" x 4" - logo area cannot be increased.
- Logo is placed in the center top third of the front cover.
- **It is recommend that years ("2010-2011") ARE NOT INCLUDED in the school logo.** A copper die is used to foil-stamp covers. If years are put in the cover logo, the copper die will be good for that year only. Years are included in the Action Agenda logo at the bottom center of all foil-stamped covers.

### 2. LOGO FOIL COLORS AND FINISH

- **Please indicate preferred foil color and finish, if not already confirmed with salesperson**
- **Colors** - Black, Gold, Green, Hunter Green, Light Blue, Light Green, Maroon, Navy Blue, Orange\*\*, Purple, Red, Royal Blue, Silver, Teal, White\*\*, Yellow\*\*
- **\*\* Orange, white, and yellow are NOT AVAILABLE in a Metallic finish.**
- Metallic = shiny finish
- **Pigment (non-metallic)** = matte finish

### 3. COVER COLORS

- **Please indicate preferred cover color, if not already confirmed with salesperson**
- **Colors** - Black, Gold, Hunter Green, Maroon, Navy Blue, Red, Royal Blue, Silver, White, Yellow



## COVER LOGO CHECKLIST \*

- \_\_\_ • **Logo is one of the following file types:**  
 .eps    .jpg    .jpeg    .ai  
 .psd    .tif    .pdf    .gif
- \_\_\_ • **Logo is a high quality file - 300 dots per inch or greater for .jpg .jpeg .psd .tif .gif file types.**
- \_\_\_ • **Logo is NOT in a Microsoft Word file. Please send original logo file - DO NOT place logo in a Microsoft Word file to send.**
- \_\_\_ • **Logo does not contain fine detail. Fine detail is difficult to transfer in the foil-stamping process.**
- \_\_\_ • **Logo is Black and White - no colors, grays, or gradients.**
- \_\_\_ • **Logo and cover color choices are indicated when e-mailing logo, if not already confirmed with salesperson. Logos are foil-stamped in ONE color. Color choices can be viewed at [www.actionagendas.com](http://www.actionagendas.com) under the "Customize" tab. Click [here](#) to visit the website.**
- \_\_\_ • **Logo fits in a 4" by 4" area - logo area cannot be increased.**
- \_\_\_ • **Logo DOES NOT contain fonts that are smaller than 12 pt. Fonts smaller than 12 pt. (especially script fonts) will not transfer well in the foil-stamping process.**
- \_\_\_ • **Please e-mail complete custom logo file to [art@actionagendas.com](mailto:art@actionagendas.com)**  
**Files must be received by 5pm MST on the assigned Art Due Date.**  
**Early submissions are welcome.**

\* **Action Publishing will e-mail a proof for approval. Proof will be considered production ready after 3 days if no response is given to the e-mail. Action Publishing will not be held responsible for incorrect art after this time.**