

# Registering your logo

In order to have your logo available for publication 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, e-mail your logo (in the format specified below) along with your contact details (name, company, address, contact phone no.) to:

**logos@theage.com.au (for Melbourne 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](http://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 the Logo Administration desk in Melbourne on 03 9601 2337.

## COLOUR logo specifications

This summary information relates to the requirements for both colour and mono logos for Fairfax. More detailed technical information, including reproduction tips, can be found at the Logos link at [www.fairfax.com.au/specs](http://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 should have a width of 29mm; depth may vary\*.
- San Serif fonts are preferred.
- Minimum general type size is 6pt.
- Reversed type (white) must be have min. stroke of .75pt thickness.
- 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 (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. More detailed technical information, including reproduction tips, can be found at the Logos link at [www.fairfax.com.au/specs](http://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 should have a width of 29mm; depth may vary\*.
- San Serif fonts are preferred.
- Minimum general type size is 6pt.
- Reversed type (white) must be have min. stroke of .75pt thickness.
- 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.

---

## LINEAGE CHART FOR LOGOS

---

- 3 line logo = 3mm deep
- 4 line logo = 5mm deep
- 5 line logo = 6mm deep
- 6 line logo = 8mm deep
- 7 line logo = 9mm deep
- 8 line logo = 11mm deep
- 9 line logo = 13mm deep
- 10 line logo = 14mm deep
- 11 line logo = 16mm deep
- 12 line logo = 17mm deep
- 13 line logo = 19mm deep
- 14 line logo = 21mm deep
- 15 line logo = 22mm deep

**NOTE:** These measurements are approximate only as Cyber always adds extra space to the top of the logo and some mathematical rounding takes place in the processing of the logo..