

PRINT AND SIGNAGE SPEC



For printers, signwriters, embroiderers and anyone producing Alpha Mart artwork physically. Everything on this page is a requirement, not a preference.

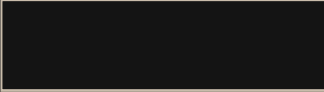
ARTWORK

Use the supplied **SVG** files. Do not rebuild, retrace, redraw or recolour the mark, and never work from a JPEG, a PNG, a screenshot or a PDF pulled off a website. If you need a format that is not supplied, ask — do not convert it yourself.

FILE	WHAT IT IS	MINIMUM
lockup_full_*	Badges, name and descriptor. First contact with the brand.	45 mm
lockup_wide_*	The same, laid out horizontally. Wider than tall.	45 mm
lockup_badges_*	Badges and name, no descriptor.	26 mm
badge_script_*	The name alone in its hexagon.	15 mm
badge_spark_*	The spark alone. Smallest applications.	9 mm

Below each floor, step down to the simpler version rather than shrinking what you have. All measurements are the width of the printed ink, not of the file — the files carry padding.

COLOUR — FOUR, AND THERE IS NO FIFTH

			
ALPHA ORANGE #F1541F 241 84 31	KIT NAVY #101E2E 16 30 46	INK #141414 20 20 20	CREAM #FBF6EF 251 246 239

The orange will fight you on press. #F1541F sits close to the edge of the CMYK gamut and prints duller than it looks on screen. **Always supply a printed proof, and never ask for approval from a screen proof.** For a long run, quote a Pantone match as an option.

Approved colourways: ink and navy on paper (default) · cream on navy · cream on orange · all navy on one plate (cheapest, and arguably the best looking) · orange badges with a navy descriptor · orange badges with a cream descriptor on ink.

CLEAR SPACE

Keep **X** free on all four sides, where X is half the height of one badge. Nothing enters that margin — no type, no rule, no other logo, no trim edge. X scales with the mark, so measure it each time rather than converting it to millimetres once.

PROCESS NOTES

PROCESS	REQUIREMENT
Offset and digital	CMYK, 300 dpi minimum, 3 mm bleed. Vector supplied — do not rasterise.
Cut vinyl	Below 120 mm the lettering's fine ends fall away. Print instead of cutting.
Embroidery	Below 50 mm the script badge fills in. Use the spark badge alone. A single-colour embroidery mark does not exist yet — ask before digitising.
Illuminated signage	Illuminate the cream , never white. White light makes the orange go fluorescent. 4000 K.

Paper stock	Satin or uncoated. Never gloss. 350 gsm for cards.
Vehicle and window	Fully opaque printed vinyl. Not cut, not perforated.

NEVER

- Never stretch, squash, scale one axis, rotate or skew the mark.
- Never add a shadow, glow, bevel, outline, keyline or transparency.
- Never separate the two badges, reorder them or use one as a pattern.
- Never place the mark on a photograph, or on a ground whose colour you do not control.
- Never set the words "Alpha Mart" in a typeface. The name is drawn artwork.
- Never introduce a fifth colour, a tint, a gradient or a duotone.

BEFORE YOU QUOTE

Send the layout with dimensions for approval before production. Approval covers one use, at one size, on one surface. If anything is unclear, ask — a reply takes under a day and it is always faster than a reprint.