

Specifications

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Full-colour R

Coated 135 g/m²

Dimensions in mm

format: DIN A3

bleed: 3

Colour and typography

Title

Font family: GT Sectra Fine

Font weight: Medium

Font size: 85,5pt

Leading: 80,75pt

Paragraph spacing: 28,5pt

Colour: #004631

Fineprint

Font family: Objektiv Mk2

Font weight: Regular

Font size: 9,2pt

Leading: 18,4pt

Paragraph spacing: 4,6pt

Colour: #004631

Text

Font family: Objektiv Mk2

Font weight: Regular

Font size: 19pt

Leading: 38pt

Paragraph spacing: 8pt

Colour: #004631

Poster 1

<p>Size: A3</p> <p>Paper Coated 135 g/m²</p> <p>Margins 5,4% 14%</p>	<p>The poster layout features a central image of two bottles of "Ancient Chemistry" CBD oil, one labeled "natural flavour 1000 mg". Behind the bottles is a large, semi-transparent circular graphic of a green leaf. To the left of the leaf, the text "Restore inner balance" is displayed in a large, serif font. Below this, a smaller text block reads: "An all-natural remedy that's been around for centuries." At the bottom of the poster, there is a small rectangular disclaimer box containing legal text.</p>	<p>Logo (in %) W: 6 H: 3,7 X: 47 Y: 5,4</p> <p>Background element (in %) W: 50 H: 30 X: 41 Y: 30</p> <p>Bottles (in %) W: 28 H: 70 X: 60 Y: 14</p> <p>Text block (in %) W: 32 H: 31 X: 14 Y: 50</p>	<p>Fineprint W: 72 H: 6 X: 14 Y: 89</p>
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Poster 2

<p>Size: A3</p> <p>Paper Coated 135 g/m²</p> <p>Margins 5,4% 14%</p>	<p>The poster layout features two CBD e-liquid bottles with gold caps and white labels. The labels read 'Ancient Chemistry' and 'natural flavour'. One bottle has '100 mg' and the other has '1000 mg' printed on it. The background is light green with faint leaf patterns. Overlaid text includes 'CBD e-liquid' in large serif font, 'Higher bioavailability to ensure healing effects.' in a smaller sans-serif font, and a warning text at the bottom.</p>	<p>Logo (in %) W: 6 H: 3,7 X: 47 Y: 5,4</p> <p>Fineprint W: 72 H: 6 X: 14 Y: 89</p> <p>Background element (in %) W: 57 H: 35 X: 40 Y: 30</p> <p>Bottles (in %) W: 53 H: 61 X: 40 Y: 20</p> <p>Text block (in %) W: 34 H: 23 X: 14 Y: 50</p>
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Poster 3

<p>Size: A3</p> <p>Paper Coated 135 g/m²</p> <p>Margins 5,4% 14%</p>		<p>Logo (in %) W: 6 H: 3,7 X: 47 Y: 5,4</p> <p>Background element (in %) W: 56 H: 44 X: 29 Y: 38</p> <p>Bottle (in %) W: 50 H: 70 X: 25 Y: 14</p> <p>Text block (in %) W: 38 H: 17 X: 14 Y: 25</p> <p>Fineprint W: 72 H: 6 X: 14 Y: 89</p>
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