

Flyer

Deliverables

- ✓ Front design
- ✓ Back design

The standard flyer size to use is 148 x 210 mm or 5.5 x 8.5 inch, depending the country the client is based. However, the client can request other sizes.

File formats



* If applicable

Create a clean file (with and without outlined texts for Adobe Illustrator files).

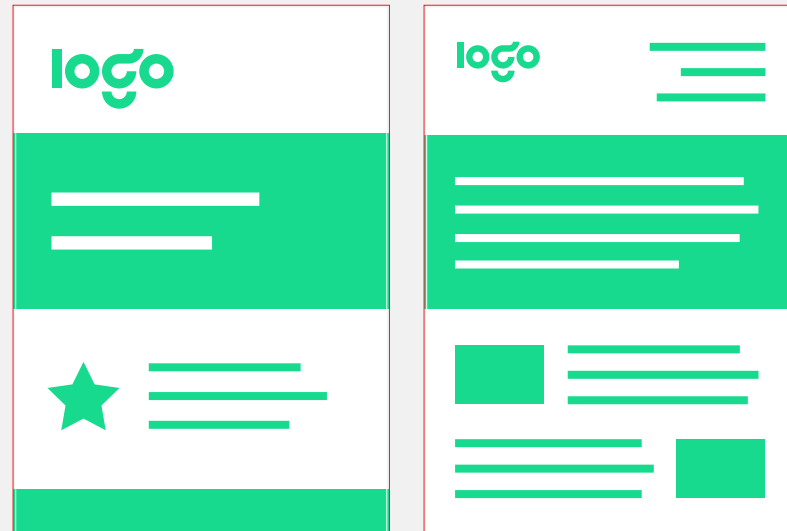
When images/pictures, illustrations, and/or icons are used in the design, make sure to upload these files separately as well. Ensure that the images/pictures (.jpg or .png files) have the right resolution and color profile.

Create two .pdf files. One with and one without trimmarks (3mm or 0,125 inch bleed). Also upload .jpg files of the design for the client to use online.

Depending on the client's requests, exceptions can be made to these file types. However, please ensure that the files you are sending in are clean, clear, and relevant.

Illustrator file

EXAMPLE



“Design is not just what it looks like and feels like. Design is how it works.”

- Steve Jobs

Whenever (paid) stock photos are being used in the design, be sure to supply the client with a link to the image they have to purchase. **(Note: you should never purchase the image yourself)**

Folder structure

EXAMPLE

```

BrandName-Flyer.ai
BrandName-Flyer(OutlinedText).ai
BrandName-Flyer.eps
BrandName-Flyer(OutlinedText).eps
BrandName_Flyer.pdf
BrandName_Flyer(TrimMarks).pdf
brandname_flyer.jpg
Image Links ▼
  brandname_backgroundimage.psd
  brandname_backgroundimage.jpg
  
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