WELCOME TO BUSOGRAPHY!

DESIGN GUIDELINES

WWW.BUSOGRAPHY.CO.UK

DESIGN GUIDELINES

These guidelines are to help us understand what you want from your completley personalised print strip design!

We have shown our default print strip design for you below, to see roughly what size and area we have to work with. Areas where photos will appear are shown in shades of grey and cannot be moved/adjusted as they are formatted to sit in line with our software and printer.

We have some simple do's and don'ts when it comes to getting the perfect design. Do;

Let us know if you've seen any designs you like
Whilst we won't use other peoples designs for copyright reasons, we can take inspiration from them and this helps us start working togetheron the same page.

Think about your event colours
this could tie in with any branding colours for a corporate event, or matching colours to the bouquet at a wedding. This approach really brings the best out in our personailised print strip service.

### Consider any other stationary you have
Have you sent out invites that sit within a specific theme? Do they have elements that could be transferred to your print strips? If you still have the files let us know as we may be able to use the same elements to maintain continuity.

Do you have a set font you'd like used?
This could tie in with your branding on the day, such as promotional flyers, wedding seating plans, or even your company logo.

Do you have any underlying themes to your event?
Is there subtle theme involved? A favourite flower, colour scheme, or perhaps cartoon character? We've created bespoke designs for a range of clients and we will do our very best to match your needs!

Do you want personalised text on your print strips?
If you want to include any personalised text, including names, dates, locations ect, then let us know! whilst space is tight on a 2"x6" print strip, we will do our very best to make it all fit!
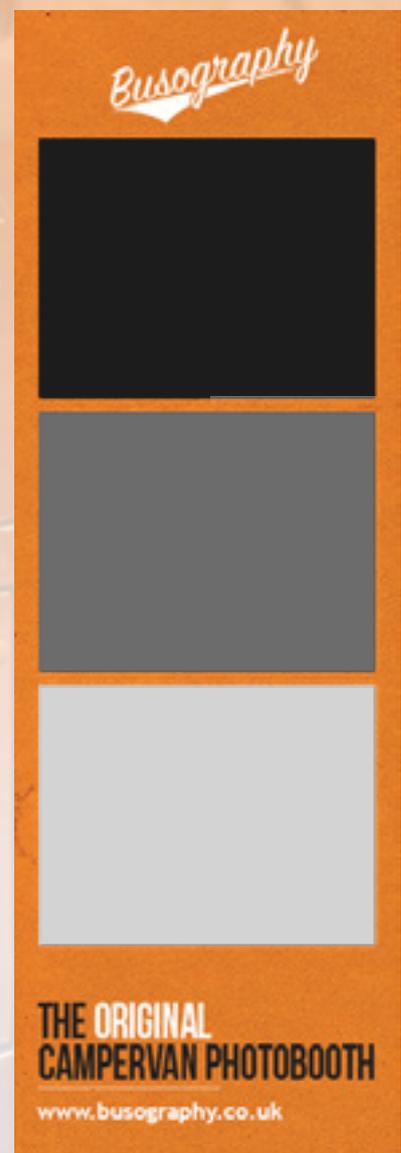
Actual Size of Print strip (2" x 6")

AVOID

Avoid brand logos and icons that you don't have the rights to use
Due to copyright and trademark laws we can not use other peoples designs and logos with out consent from them. Any requests to use unconsented logos and imagery will be rejected.

Keep it simple, but creative
The age old saying 'less is more' is still apparent in todays design. We find that the print strips look best with the 3 selected images at the pre-set size. this means we must work around this space and try not to 'over-crowd' the strips with to many designs.

Borders aren't always necessary
Borders around the edge of the entire print strip will always throw up issues when the printer cuts them, therefore we will not design any print strip with outer edge borders, however, we can put borders around the photo area.

Keep the fonts to a maximum of 3
We have access to use millions of royalty free fonts, and as lovely as they are, we shouldnt use them all. we like to stick to two, or three as a maximum. This helps avoid a messy looking design!

If there's anything you are unsure about, please feel free to reach out and ask, we'll be more than happy to help out!
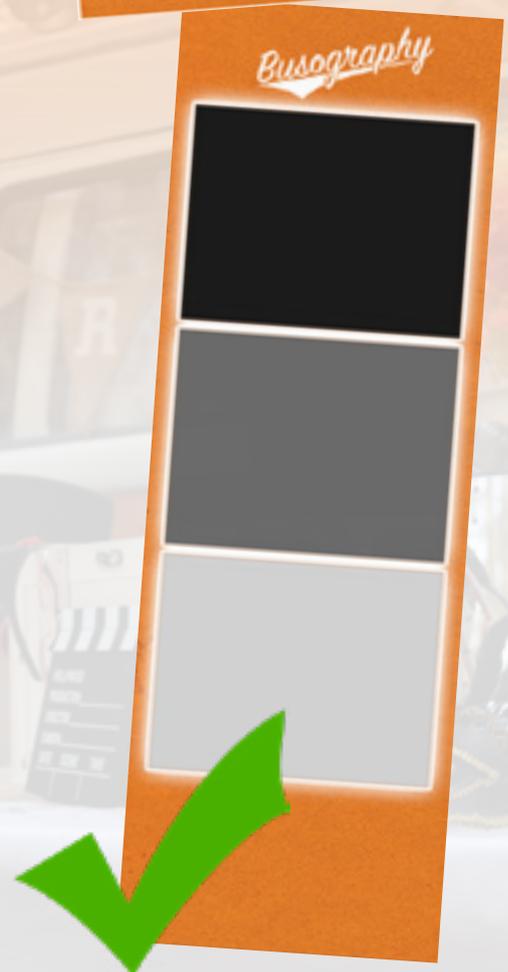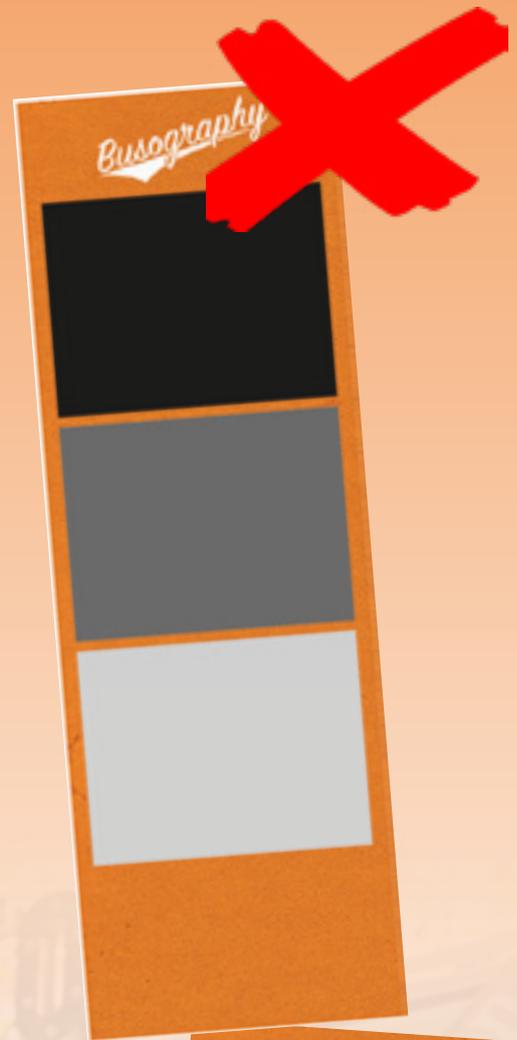
YOUR BRIEF

With the information from this document in mind, we kindly ask you to send us your brief details via email to info@busography.co.uk.

This is the most efficient way to swap details about the design, and is the safest way to keep a record of details. Whilst some people may wish to do this over the phone, elements of design can be lost in translation or through poor signal ect.

We will design the first draft to the best of our ability from your brief. From the first draft you can get a feel for how the design is begnining to look. Many clients have been happy with the first draft and approved it on the spot. However, if there are elements you wish to change/alter, please do let us know. We'd much rather get your design perfect for you then to get it done quickly. This also counts if you are not happy with the first draft at all, Always let us know what you'd like changing and we will do our best to work with you.

If at any point you would like some assistance with giving us your brief, please feel free to contact us on the following:

Email : info@Busography.co.uk
Phone : 01773 448 377
Mobile : 07868 565 313

Thank you, and we look forward to creating your perfect design!

Ross & Claire