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Federation of Printing, Packaging, Signage & Visual Communication

WEBSITE MEDIA GUIDE

MEDIA GUIDE

VISUAL GUIDE

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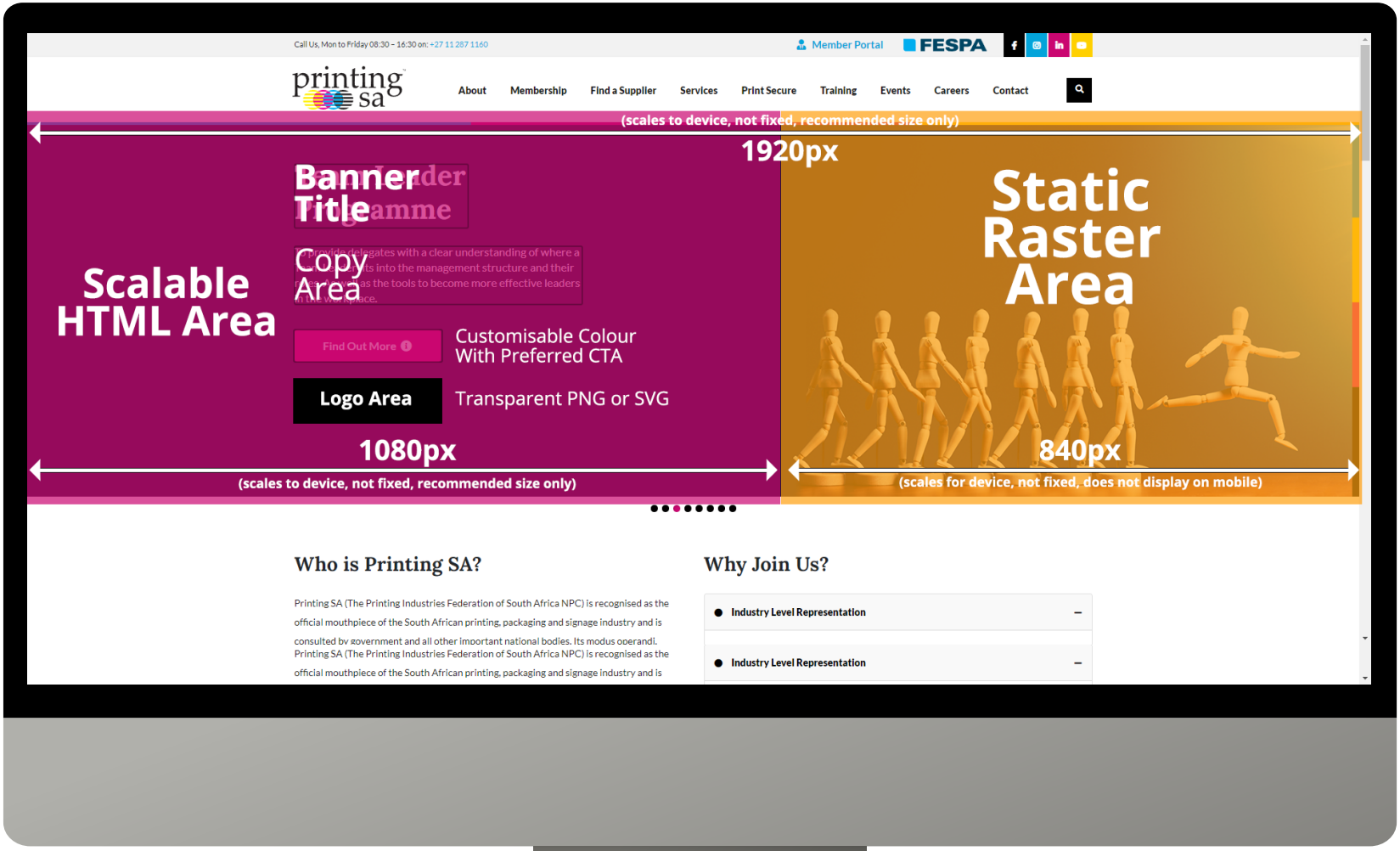

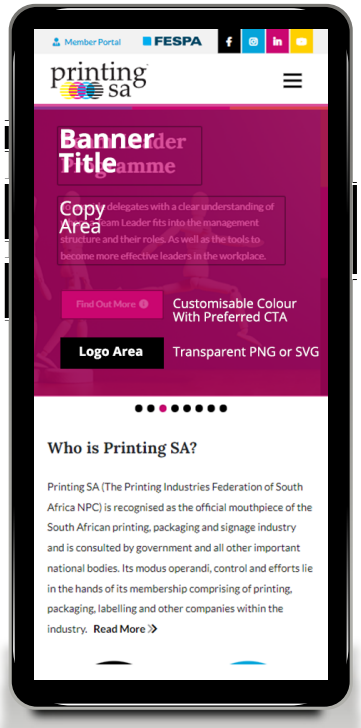

MEDIA GUIDE

ASSETS REQUIRED

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1. **Banner Title**: 2 - 7 words
2. **Copy Area**: Maximum of 20 words
3. **CTA Button**: Supply link and button colour in HEX
4. **Logo**: Transparent SVG or PNG
5. **Banner Images**: Recommended ratios (not visible on mobile)
   1920px x **530px** & **1220px** x **530px**

MEDIA GUIDE

MEDIA SIZES & FORMATS

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1. **Social media (SM Sizes)** - 1080px X 1080px
   No restrictions on the design.
   Can be supplied in JPG, PNG, Gif or mp4
   Applies to Facebook, Instagram and Mailer Adverts

2. **SM Banner/Cover Sizes** - 1702px X 620px
   Can be supplied in JPG or PNG

MEDIA GUIDE

MEDIA SIZES & FORMATS

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5. **Mailer Article Design Sizes** - 1000px X 520px
   No restrictions on the design.
   Can be supplied in JPG, PNG or Gif

6. **PSA Web Event Cover Sizes** - 1000px X 520px
   No restrictions on the design.
   Can be supplied in JPG, PNG or Gif