

# Sparks Artwork Guidelines

## Artwork Specifications

**Size:** Your artwork page must be designed for 200mm x 283mm advertising space.

**Double Page:** adverts to be delivered as two separate A4 pages.

**Resolution:** 300 dpi

**Format:** All art must be delivered as a print ready PDF with NO crop or bleed marks

## Logo Requirements

### Preferred Supplier & Brand Partner Logos

The Capricorn “Preferred Supplier Logo” or “Brand Partner Logo” is not mandatory but may be included on your art.

Capricorn Preferred Supplier and Brand Partner logos need to be at least 3cm in width on an A4 ad.

To download logos, login to myCAP.



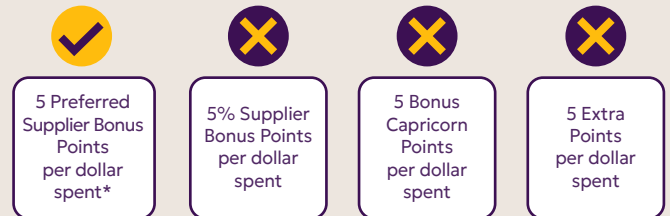
### Preferred Supplier Bonus Points

You can offer “Preferred Supplier Bonus Points” on all purchases for a given period (e.g. Earn 5 Supplier Bonus Points for every dollar spent for the month of August) or you can offer “Preferred Supplier Bonus Points” for purchasing specific parts/products/services (e.g. Purchase any fully reconditioned engine during July & receive 500 Preferred Supplier Bonus Points).

Ensure the following points are met:

- Keep the wording “Preferred Supplier Bonus Points”
- Clearly advise how many points Capricorn Members will receive and what they have to do to earn those points.
- Clearly advise the terms of the offer and how long it will be available for.

- **Please note:** Artwork using the terms ‘extra points’, ‘percent of sales’, ‘percent of points’, ‘Bonus Capricorn points’ will not be accepted.



\*offer applies for Jan 2020

For more information on how you can set up a Preferred Supplier Bonus Points offer, login to your myCAP. For more information on Bonus Rewards Points offers, see the Capricorn Rewards guide in the Preferred Supplier Promotional Toolkit.

To highlight your Preferred Supplier Bonus Points in the Preferred Supplier Bonus Points section of Sparks and E-Newsletter, send an email to [advertising@capricorn.coop](mailto:advertising@capricorn.coop)

### Preferred Supplier Bonus Points Logos

If your advertisement includes a Preferred Supplier Bonus Points offer you are required to include a ‘Preferred Supplier Bonus Points stamp’ available via myCAP.



### Brand Partner Advertising

When advertising as a Brand Partner, in addition to using the Brand Partner logo, you must ensure that contact details are provided for the relevant Capricorn Preferred Supplier’s business/es or at least directions as to how Capricorn Members can locate the relevant Preferred Supplier.

**ARTWORK DUE 20th of the month, two months prior eg March Sparks edition artwork due 20 January.**

## Use of Capricorn Logos

When placing any Capricorn logo please take care not to alter the dimension ratio, colour or distort the logo in any way. Advertisements with stretched or re-coloured logos will not be accepted.



## Use of 3rd Party Brand Names and Logos

Only use third party brand names if:

- You have the consent of the owner of the brand (you may be asked to provide confirmation of this).  
For the avoidance of doubt, any suppliers of genuine parts or suppliers in the authorised distribution chain will be taken to have such consent.

If you are a Preferred Supplier that is an auto-recycler or supplies non-genuine parts, you can instead refer to the brand name in writing, rather than use the logo if:

- You are using the brand name in your advertisement to describe the kind of products or services that you supply.
- You are selling products or services that are used with or compatible with the third party brand, and your advertisements makes this use or compatibility clear.  
This applies in particular to non-genuine or branded parallel imported or 'grey' import parts which should not claim to be 'Genuine Parts'.
- Only use words such as "endorsed", "certified by" or "authorised dealer" in respect of any brand if you are endorsed, certified or authorised by the owner of that brand.
- Only use photographs of parts if you or someone you instructed actually took the photographs.  
Using someone else's photographs may be copyright infringement, unless they have consented to your use of them.

## Products & Services Featured

You are permitted to promote ONLY products and services as per your approved Capricorn Purple Pages business categories.

## Your Artwork

Artwork must not contain any vulgar, offensive, sexualised or alcohol related imagery or content, and must not include any derogatory statements aimed at other suppliers. Capricorn reserves the right to reject for distribution any artwork that could be considered inappropriate.

Capricorn may reject, remove or change any artwork including specific content for any reason, including but not limited to timing or production deadlines. Capricorn will, where possible, provide you with prior notice before doing so.

## Payment Advice

Do NOT refer to any alternative payment methods aside from the Capricorn Trade Account.

## Capricorn Finance Offers

Any reference to repayments must represent Capricorn Finance, and require the advance approval, confirmation of the applicable rate and length of finance.

Capricorn Finance is charged to Members on a monthly basis, so any references in your Sparks page to payments over time must also include the monthly payment amount.

If reference to Capricorn Finance your artwork must include the following disclaimer for adverts in Australia:

Capricorn Finance offers workshop equipment and business vehicle finance through Capricorn Society Financial Services Pty Ltd (ACN 129 134 667) and Capricorn Society Limited (ACN 29 008 347 313). Fees & charges, terms & conditions and lending criteria apply.