

CORPORATE GUIDELINES

For use only in National Newspaper advertisements & catalogues carried in National Newspapers

1. COLOUR VERSION
PANTONE 186C
CMYK BREAKDOWN
C-0 M-100 Y-100 K-0
SOLID BLACK BORDER



2. MONO VERSION
SOLID BLACK
NO TINTS



3. MINIMUM SIZE OPTIONS

42mm — FULL PAGE & INSERTS/
CATALOGUES



32mm — HALF PAGE



27mm — QUARTER PAGE / 25cm
X 4 COLUMNS



22mm — SMALLER THAN
QUARTER PAGE



**IN ORDER TO MAINTAIN OUR CORPORATE IDENTITY OUR SIGN MUST NOT BE RECREATED
AND THE HEIGHT/WIDTH RATIO MUST BE MAINTAINED**

OUR SIGN CAN BE SUPPLIED IN THE FOLLOWING FORMATS: JPEG, EPS & PDF
Formats can be supplied on CD, via email or online at www.shops-uk.org.uk

Please do not hesitate to contact us with any queries you may have.