

Unmissable
advertising with **t4Local**

Designing for AdNozzles®

Best practice guide

Contents

Introduction	003
The format	004
Setting up your document & artwork	006
Design colours	009
Design content	010
Prepping your design for exporting & printing	011
Reviewing your design	014
Tips for designing your campaign	016
Re-formatting	017
Campaign examples	018

Best practice guide

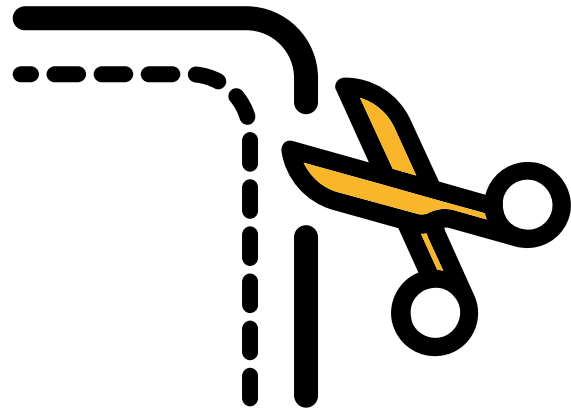
AdNozzles are a unique format in OOH advertising, perfect for targeting motorists locally and nationally.

Motorists will hold your advert in their hand for between 2–3 minutes, so they'll have the opportunity to see your artwork design close-up.

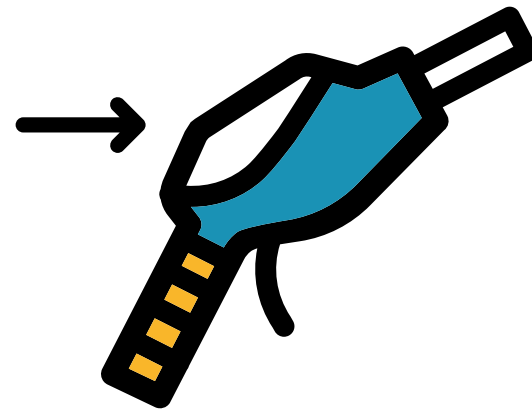
Our AdNozzle template may be an unusual shape, but it's very simple to design for, so read on for the key points to keep in mind, along with some tips and examples of previous campaigns...



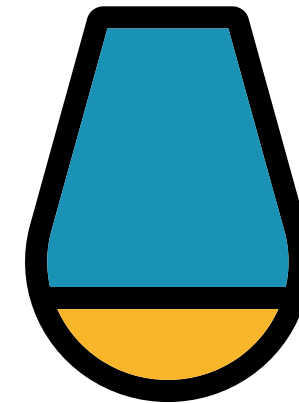
The format



Your final artwork will be trimmed so it's very important that you keep text and key assets fully within the 'Safe Zone' to avoid them being lost in production.

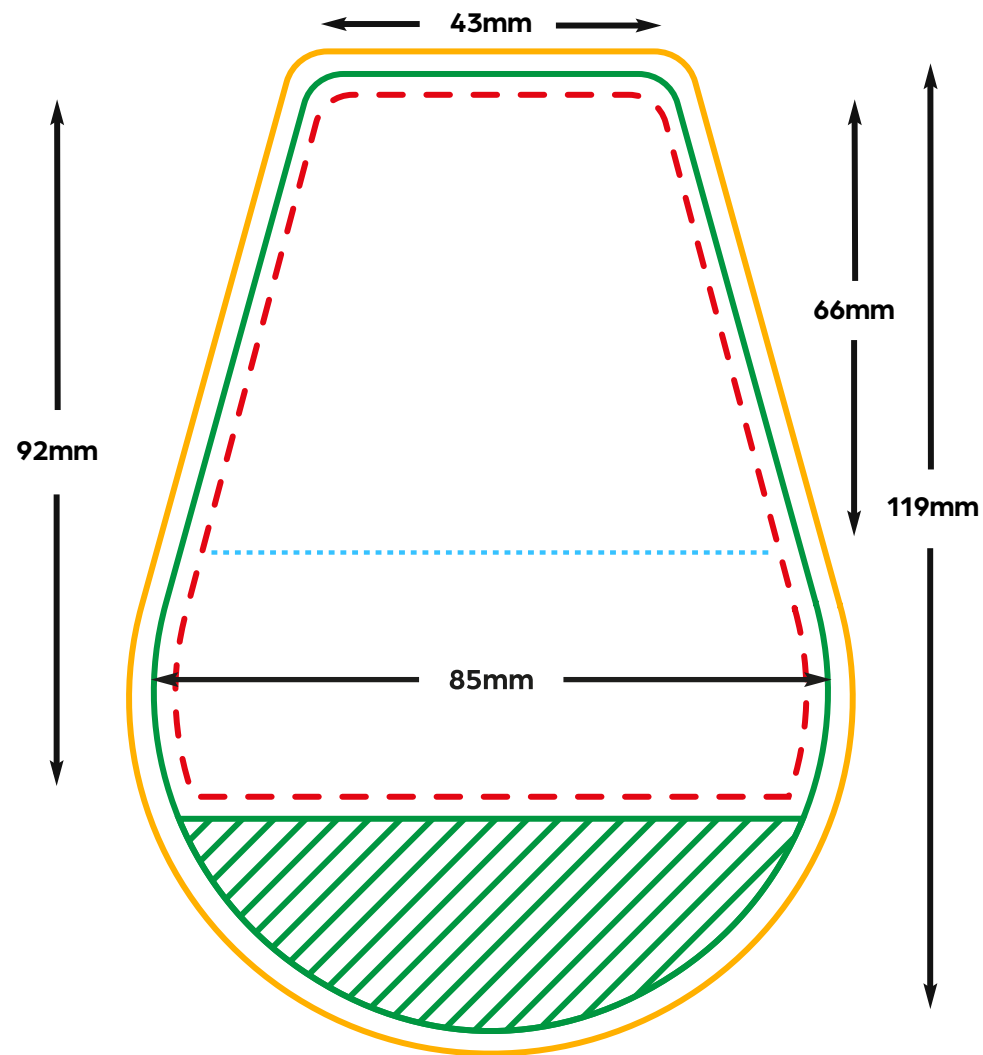


There's a slight bend in the cover on the AdNozzle, so we recommended that you align text above and below this to ensure clear legibility.



The bottom section is reserved for the fuel grade indicator which can be seen on the spec sheet. Don't place any designs in this section.

The format



Bleed Area

Design should spread to this line to prevent white lines upon trimming.

Safe Zone Area

Anything outside of safe zone is at risk of being trimmed. Keep text/key imagery inside safe zone area.

AdNozzle Curves Here

This is where the cover bends due to the shape of the AdNozzle.

Fuel Grade Sits Here

Anything in this area will be covered by the fuel grade section of the fuel nozzle.

Trimming Area

Edge of the advertising area. The design is trimmed here.

Setting up your document & artwork

It's important that your design doc is set up correctly to ensure successful printing of your campaign.

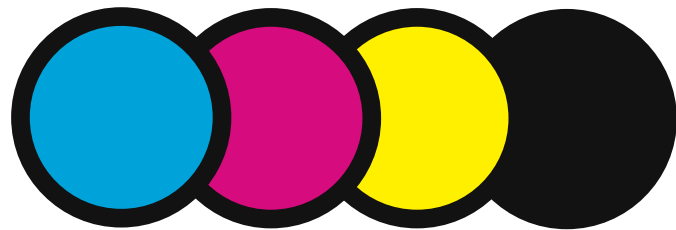
It's always a good idea to double check your document set-up before getting started on your design. We recommend that you design in Ai, but can also accept PDF and EPS formats.

The following two pages provide a quick checklist of five key points to check.

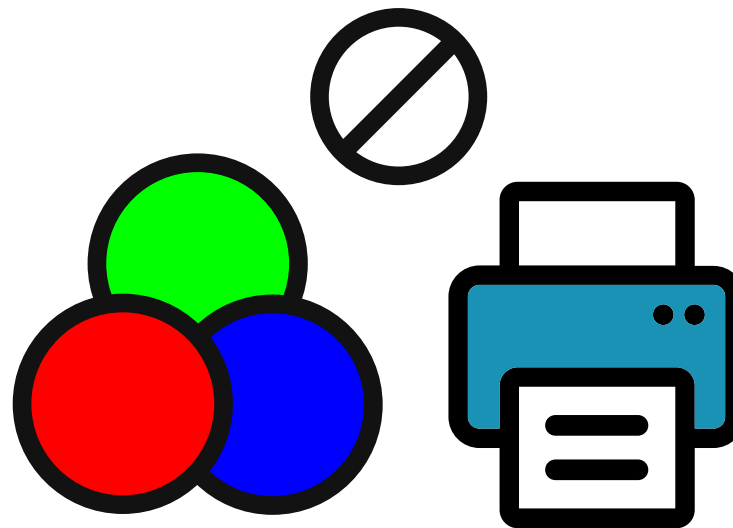


Setting up your document & artwork

CMYK



Your colour space should be CMYK. To check this in Illustrator, go to File > Document Colour Mode and then be sure to select the 'CMYK' option if it isn't already.



Don't use any RGB imagery or colours, as printers will not be able to replicate the bright colours and as a result, some 'dulling' may occur in your design.



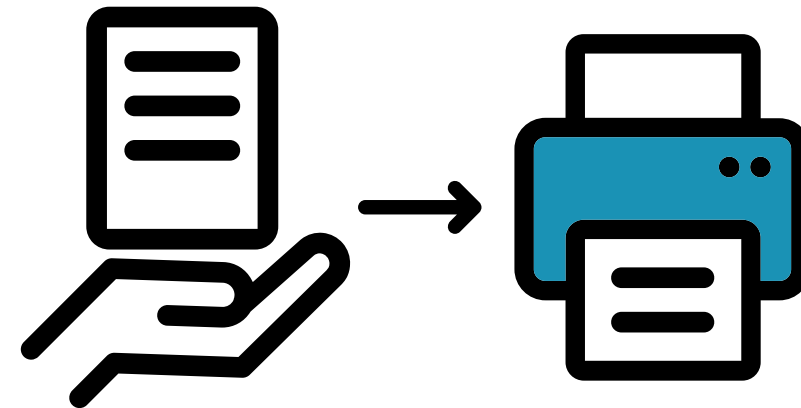
300
dpi+

It's crucial that non vector assets like images and logos are as high-res as possible. We ask that all imagery is above 300dpi to print a high quality campaign.

Setting up your document & artwork

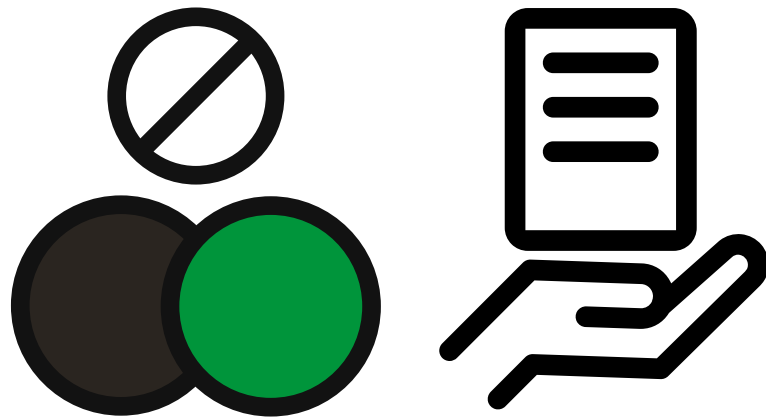


We recommend that you use Adobe Illustrator to design your campaigns, as our templates are optimised for this and you can keep much of your design vectored.

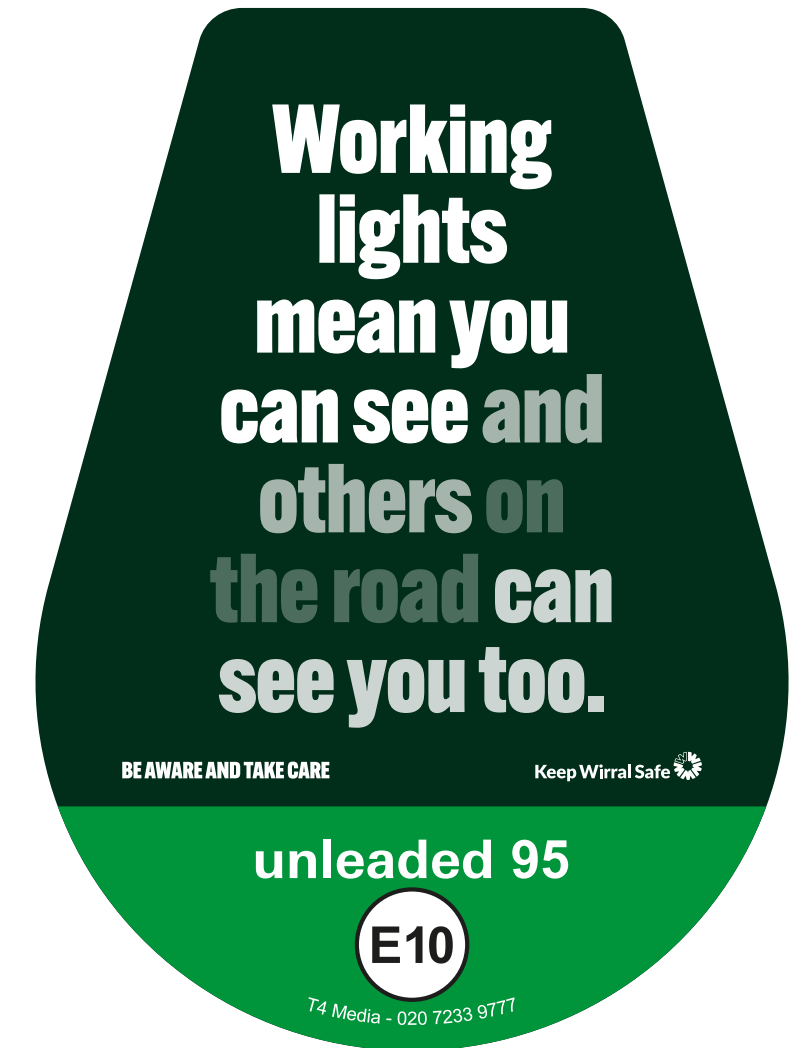
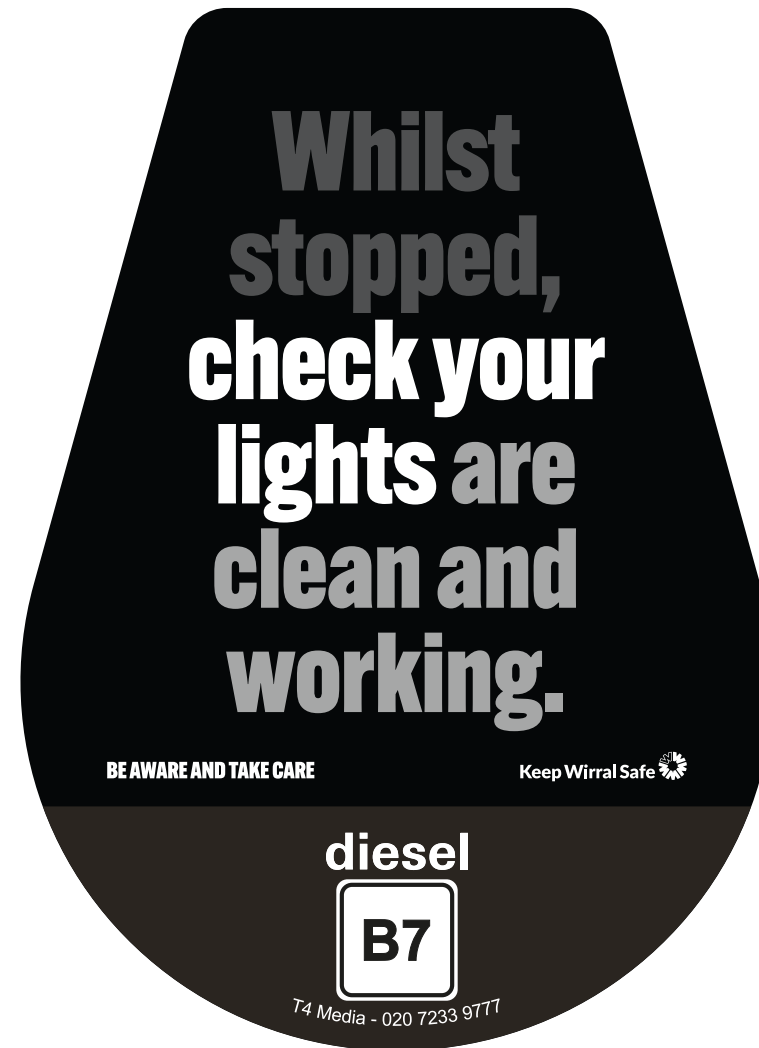


Always provide a proof for us to ensure everything is correct before going to print. Not doing so could lead to complications when printing such as blurry, dulled or pixelated artwork.

Design colours



As fuel grades (Diesel/Unleaded) are marked by using Black/Green, avoid using these colours predominantly in your design, unless creating a fuel grade specific campaign.



An example of a specifically designed Diesel/Unleaded fuel grade campaign

Design content

As your design will be placed on fuel nozzles, there are a couple of things that you'll need to avoid.

✘ Any text that conflicts with the fuel grade

As with the green and black colours, you should only mention 'petrol' or 'diesel' on the relevant nozzle to avoid any confusion amongst fuel buyers.

✘ QR codes

Mobile phone usage is not permitted next to fuel nozzles, so avoid including QR codes in your design.

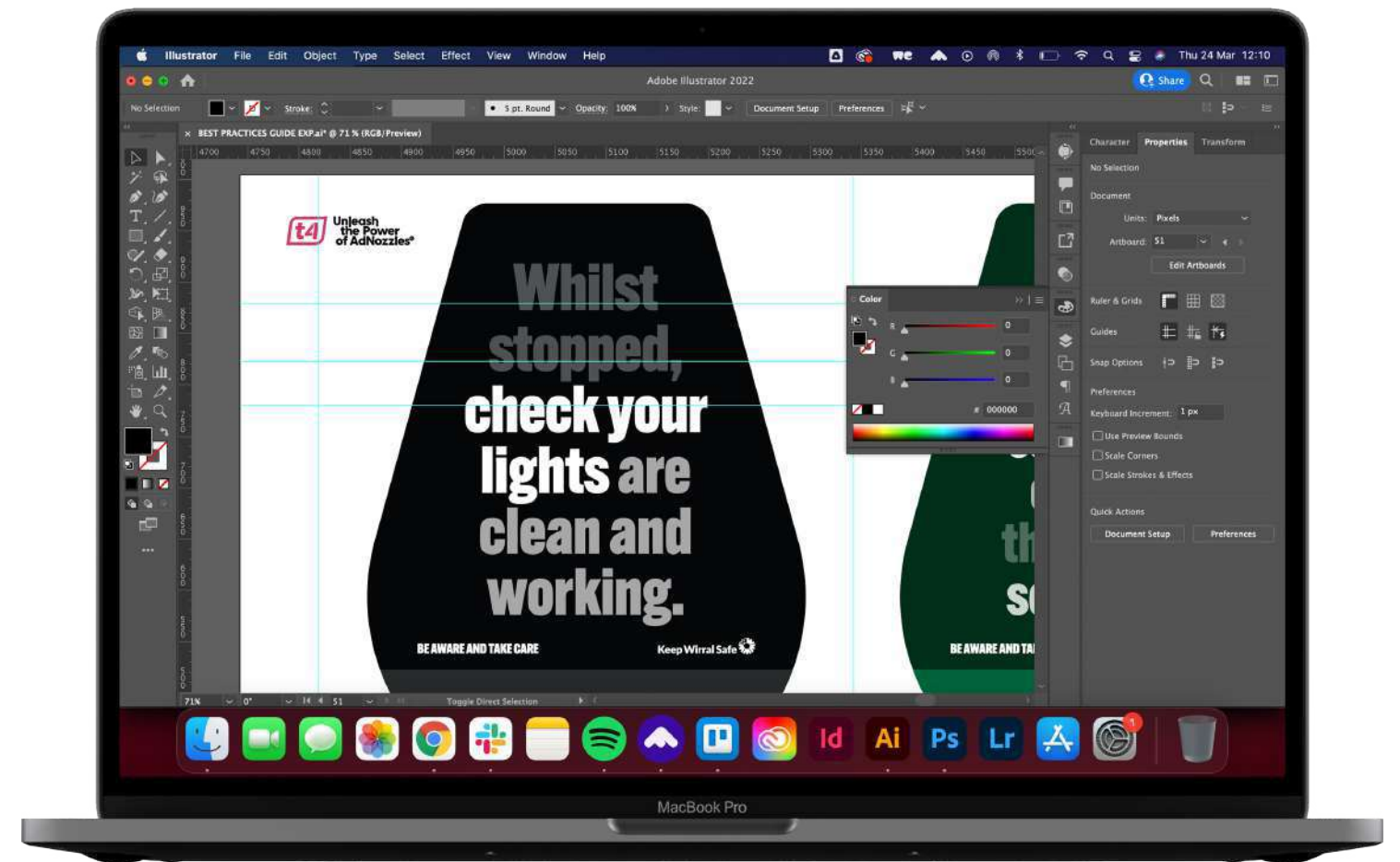


Prepping your design for exporting & printing

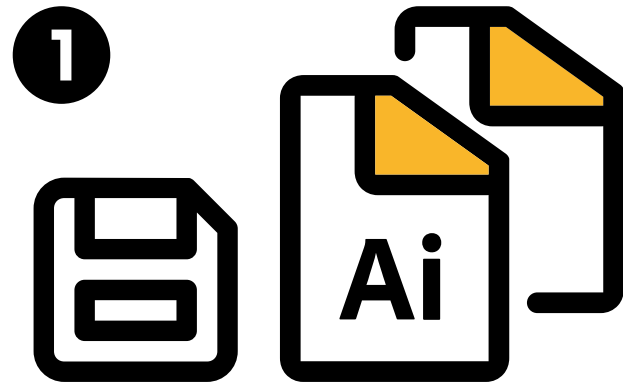
Checking over and exporting your designs for print is a piece of cake!

When your design is ready, you'll need to provide your artwork in an accessible format.

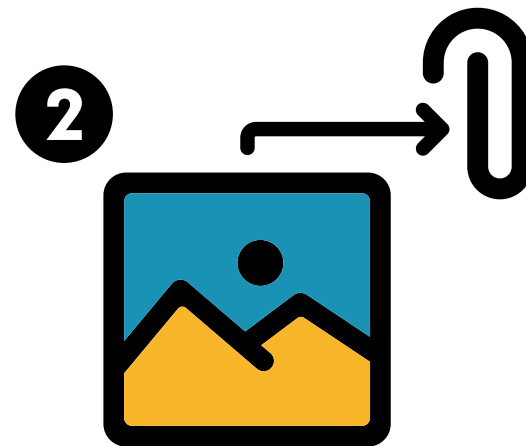
If you're providing us with working files like an Ai or Eps file, or even a print ready PDF, there are a few steps to take before sending them over to us.



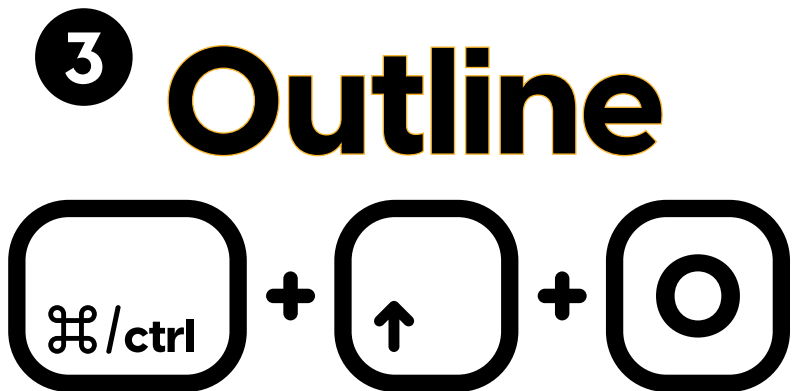
Prepping your design: Working files



1 Firstly, it's very important to make sure that you've saved your final design as a working file. From here, copy your final file and open this new file up again.



2 Embed all imagery. To do this, select Window > Links from the menu bar, and then select all images and click 'Embed' from the Hamburger menu.

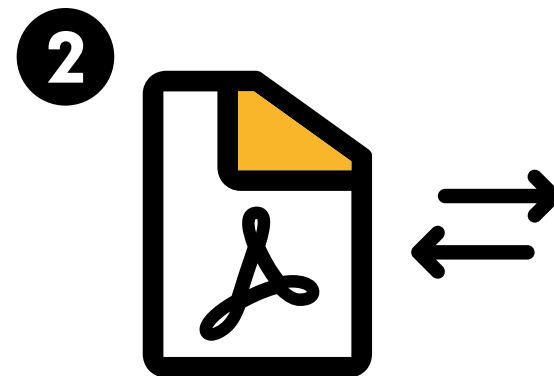


3 Outline all text. To do this, select all text on the document, and then press Cmd/Ctrl + Shift + O. This ensures all fonts can be used during the printing process.

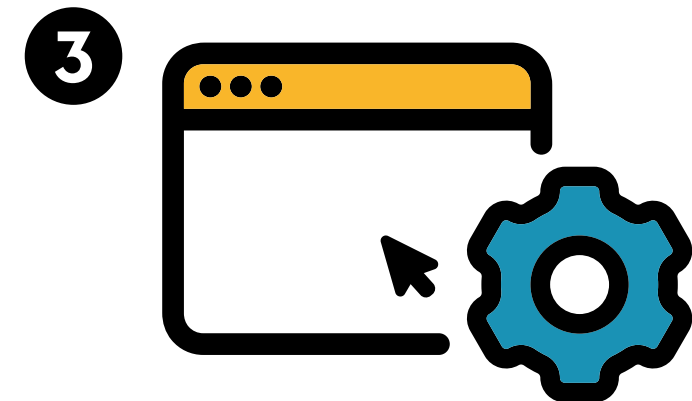
Prepping your design: Exporting a PDF



Firstly, it's very important to make sure that you've saved your final design as a working file. From here, go to File > Save As in the menu bar at the top.



Select Format as 'Adobe PDF', name your file and then click Save. Use 'High Quality Print' preset to begin with, we'll make a couple of changes to this.



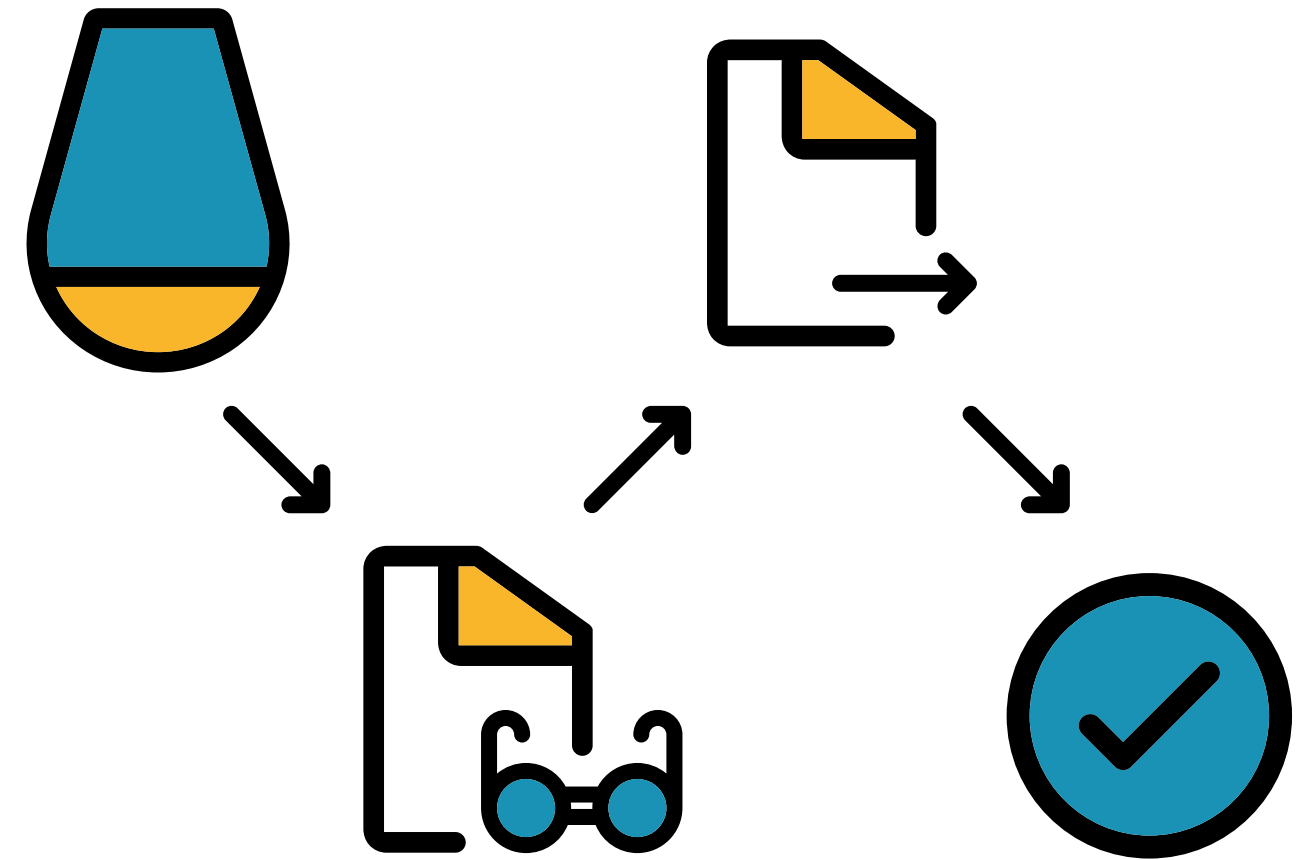
Select 'Save' and save the file somewhere you can locate it to send to us. Make sure you export two versions ; One with guides and one without.

Reviewing your design

All artwork is subject to a review from T4Media.

When we receive your design, we look at the message, graphics, colours and overall advertisement to ensure that it will be acceptable to the oil companies who will be displaying it.

T4Local reserves the right to refuse any artwork if it's likely to be unacceptable.* See our 'AdNozzle Artwork Conditions' for a full list of conditions to ensure your ad is approved.



*All campaigns are subject to oil company approval – a process handled by T4Media upon receipt of artwork.

Tips for designing your campaign

Aside from the technical aspects of AdNozzle design, our experience has taught us that there are a few simple tips to ensure your campaign really stands out.

The final pages of this guide offer our advice for making an impact on your audience at the forecourt along with some examples from past campaigns that have engaged fuel buyers with strong designs.



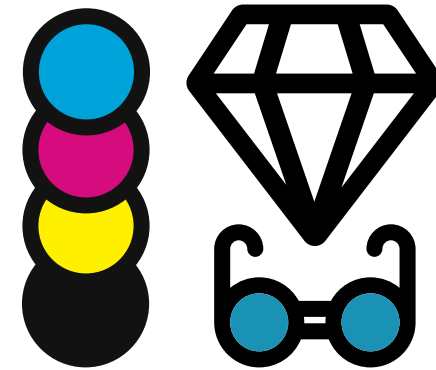
Tips for designing



To ensure your ad has optimum impact, we advise sticking to one image. If you have more than one message, you can have different designs on different nozzles.

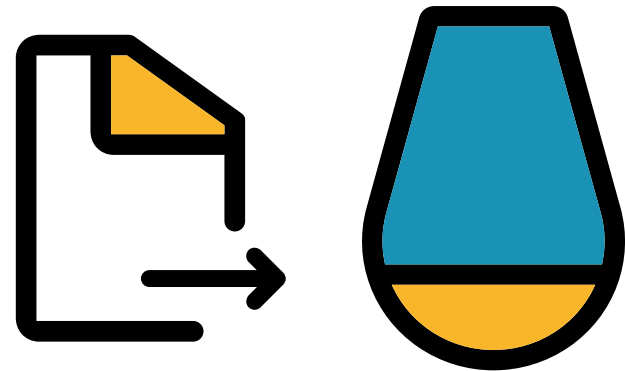


Keep copy short and to the point. A strong tagline paired with punchy colours and a stand-out graphic helps your message stick with your audience.

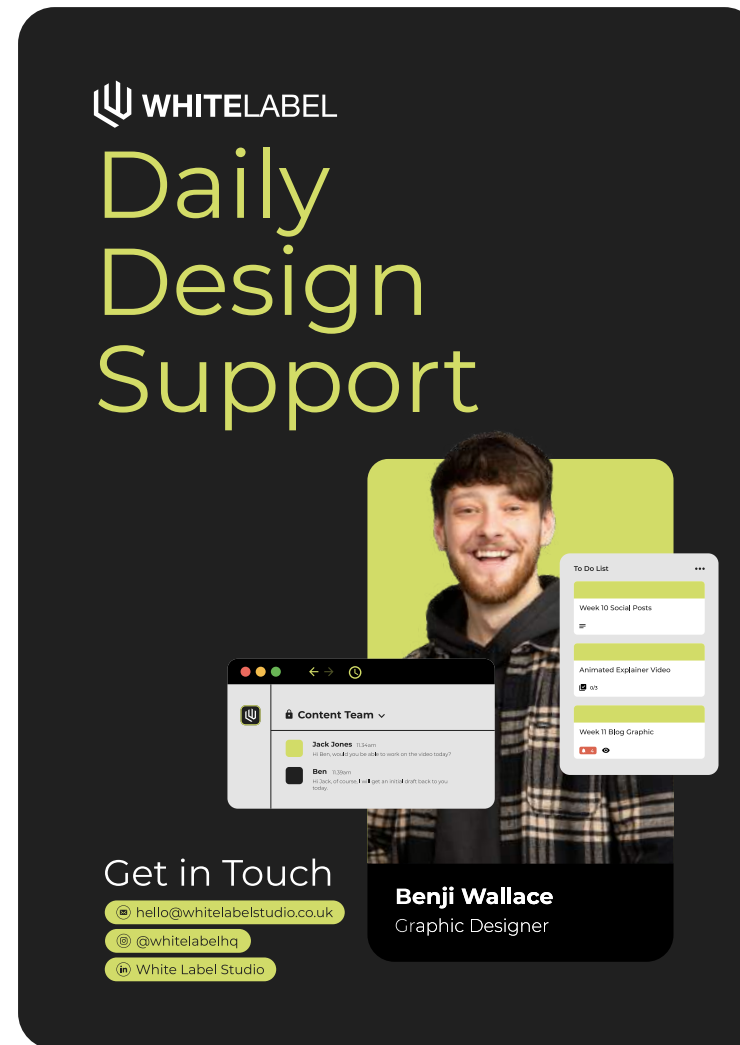


Colours and clarity are vital. Try complimentary, bold and sharp colour combos to draw the attention of fuel buyers, whilst keeping copy clear.

Re-formatting



Wondering how to adapt your poster, leaflet or press ad for AdNozzles? Here's an example of how a few small changes can make it work on the AdNozzle format.



An example of how a more traditional format like a poster can be adapted to easily fit onto an AdNozzle

Campaign examples



National Express

Campaign examples



Brioche Pasquier

Campaign examples

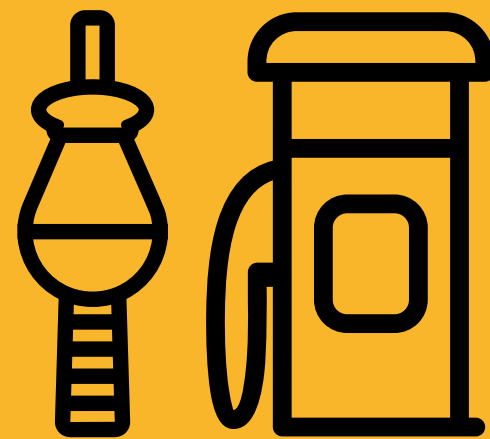


Underwoods Kia

Campaign examples



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Unleash the Power of AdNozzles®

We are always happy to help with any design queries.
Get in touch with the T4Media team.

 info@t4media.co.uk

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