

# WELCOME TO BUSOGRAPHY!

## DESIGN GUIDELINES



[WWW.BUSOGRAPHY.CO.UK](http://WWW.BUSOGRAPHY.CO.UK)

THE ORIGINAL  
CAMPERVAN PHOTOBOOTH

[www.busography.co.uk](http://www.busography.co.uk)

# DESIGN GUIDELINES

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***These guidelines are to help us understand what you want from your completely 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 people's designs for copyright reasons, we can take inspiration from them and this helps us start working together on 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 personalised 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?***

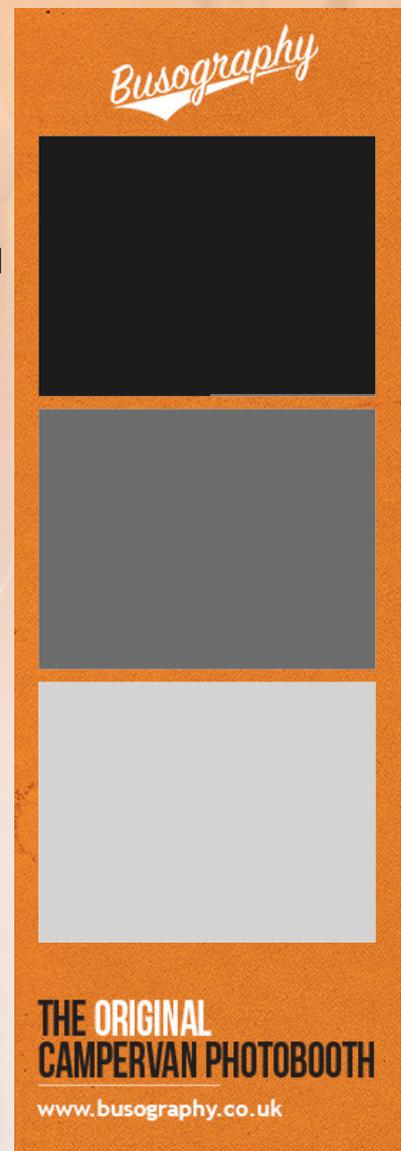
Is there a subtle theme involved? A favourite flower, colour scheme, or perhaps a cartoon character? We've created bespoke designs for a range of clients and we will do our very best to match your needs!

***Do you want personalised text on your print strips?***

If you want to include any personalised text, including names, dates, locations etc, 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!

***Bare in mind***

Our busography logo must be on the print strip design and eligible. Placement, Colour and size is all negotiable, but must remain on the design.



Actual Size of Print strip (2" x 6")

# AVOID

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## ***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!

