

# the Slimming World logo and offers

## Logo

Please always use the Slimming World logo as shown, complete with the strapline 'know you're amazing'.

To ensure that colours are consistent the following 4-colour breakdown should be adhered to.

**■ C 0 M 100 Y 75 K 0**

**■ C 0 M 0 Y 0 K 100**

All advertising templates within these guidelines and those provided online are based on these colour breakdowns. Please provide your advertising supplier with these should there be any doubt.

The Slimming World logo must never be used smaller than 24mm wide.

For online use, please download an RGB logo from [www.slimmingworld.com/ads](http://www.slimmingworld.com/ads)



### Full colour

Black wording with red orbit printed out of four colour process



### Single colour black

All logos used within these guidelines are four colour process.

## QR Codes

The QR code should never be used smaller than 13mm wide, and always with a white border of 1pt around the edge. **Please test the QR code works before printing.**



1pt stroke aligned outside edge

## Special offers

Use in positions shown within these guidelines, as big as possible. Offers will change during the year.

**When downloading the artwork, please select the correct country and campaign.**

**\* The QR code and offers should be used on all adverts, unless the advert is too small to read them.**



# advert construction

All advert styles are correct as shown in this guide. It's important that the styles shown are not stretched or distorted to fit newspaper space. Proportions must remain as indicated.



This example shows the minimum size for an advert featuring one group.

These are basic rules for the construction of an advert, no matter what size and shape.

### Day

Helvetica Black upper case no smaller than 9pt

### Town/Village

name (eg Mancot) Helvetica Black no smaller than 7pt

### Location, address and Consultant details

Helvetica Light no smaller than 7pt

Height 90mm (9cm)

Width 64mm (6.4cm)

## WARNING:

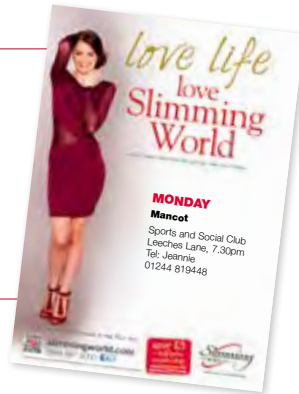
Paying less for a small advert is a false economy. Your group details get squashed in a tiny space, the advert has much less impact and potential members just look straight past it. Spending slightly more or, better still, sharing the cost of an advert with your team will give you a higher impact advert that's much greater value for money... and it will bring many more new members to your group/s.

**Please note that we will not supply artwork any smaller than the minimum sizes featured in these guidelines.**

# construction dos and don'ts



Always use the guidelines outlined here. They've been especially designed to promote special offers, to complement your 7 Prong Attack materials and to highlight your group, to help you inspire as many new members as possible for your investment.



## Logo

### AT ALL COSTS AVOID:



**X** Changing the relationship of the elements within the logo



**X** Stretching or pulling the logo out of proportion



**X** Reversing out the logo



**X** Using the logo at an angle



**X** Overlapping or touching any other text or image with the logo



**X** Changing the colours of the logo

## Adverts



### SOME DON'TS:

**X** Don't stretch or distort the advert vertically or horizontally

**X** Don't change the layout of the new group or Consultant details, by adding in starbursts etc

**X** Don't change the layout of the group details

**X** Don't add extra text within the advert



**X** Don't remove the image or re-arrange any of the elements

**X** Don't add extra borders to any of the elements

**X** Don't reposition the logo or alter the general layout of the design



**X** Don't separate the image from the strapline

**X** Don't use a different typeface

**X** Don't crop or distort the image within the layout

**X** Don't remove any special offer small print

# construction basic group details

**love life  
love Slimming World**

Join a warm and friendly group near you today...

<b>MONDAY</b> <b>Farnham</b> Eightwells Gostrey Centre 6.30pm & 7.30pm Tel: Jackie 01252 672464	<b>THURSDAY</b> <b>Badshot Lea</b> 75 Saultsurs, 7.30pm Tel: Sarah 01252 717028
<b>TUESDAY</b> <b>Wrecclesham</b> Weydon Christian Centre, 7.30pm Tel: Corinne 07500 861443	<b>FRIDAY</b> <b>Badshot Lea</b> 75 Saultsurs, 9.30am Tel: Sarah 01252 717028
<b>WEDNESDAY</b> <b>Hale</b> Hale School Community Bungalow, 7.30pm Tel: Corinne 07500 861443	<b>SATURDAY</b> <b>Godalming</b> Wilfrid Noyce Community Centre 9.30am Tel: Gemma 07896 711409

slimmingworld.com  
0844 897 8000

save £5  
— half price  
membership

slimming  
WORLD  
know you're amazing

## Example

Always reflect the style shown here.

Place your group details clearly and prominently in the space provided.

Keep the Head Office group enquiry telephone number clearly placed as shown. We provide a full enquiry service between 8am and 7pm from Monday to Friday, and Saturday 9am till 5pm.

Use the QR code if the advert size allows it.

If you or the newspaper office have any queries over layout please call the marketing team at Head Office on **0844 892 0435** (for **ROI** call **01 656 9600**).



# additional information

**love life  
love Slimming World**

**CAREER OPPORTUNITIES** (self employed) for members past and present. For more information contact Judy on 01234 5678910

## Career opportunities\*

A small box can be added to the bottom of adverts – where space allows – to highlight the career opportunities available within your team/district. This should only be included with your line manager's approval.

Please request that your newspaper contact follows the template below:

**CAREER OPPORTUNITIES** (self employed) for members past and present. For more information contact Judy on 01234 5678910

**love life  
love Slimming World**

**NEW GROUP**  
**WITNEY**  
Congregation Church  
Monday 7.30pm  
Tel: Sarah 01302 771899

## New Consultant/new group\*

New Consultants should have priority billing on any team advert, and their new group promoted prominently using the styling below.

To make these details stand out, use a box with a 2mm corner radius and a 15% tint fill (colour ads only). The border thickness should be 0.5pt. For mono ads, the box should not be tinted.

### NEW CONSULTANT Witney

Congregation Church  
Monday 7.30pm  
Tel: Sarah 01302 771899

### NEW GROUP Witney

Congregation Church  
Monday 7.30pm  
Tel: Sarah 01302 771899

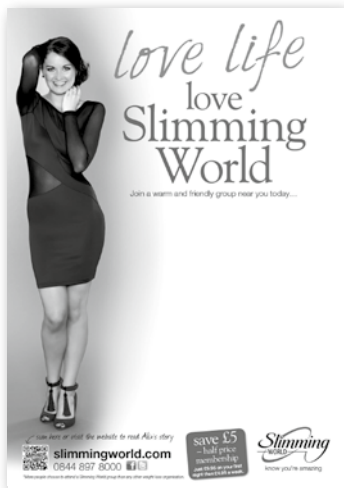
\* These promotional boxes are not available to download from the website. All other guidelines apply.

## portrait advert sizes



### black & white portrait downloadable adverts:

- 64mm x 90mm (1 group)
- 98mm x 139mm (max 4 groups)



### colour portrait downloadable adverts:

- 64mm x 90mm (1 group)
- 87mm x 100mm (1 group)
- 98mm x 139mm (max 4 groups)
- 105mm x 148mm (max 7 groups)
- 114mm x 120mm (max 4 groups)
- 117mm x 170mm (max 7 groups)
- 133mm x 180mm (max 11 groups)
- 138mm x 237mm (max 13 groups)
- 148mm x 210mm (max 10 groups)
- 150mm x 200mm (max 10-11 groups)
- 210mm x 297mm (max 24 groups)
- 265mm x 340mm (max 40 groups)

The number of groups advertised is dependent on the size of ad and amount of text to be included.

Figures above are based on (87 characters) 6 lines of text for each group.

For larger ads or team ads please get in touch with the marketing team at Head Office on **0844 892 0435** or email **ad.request@slimmingworld.com** (for **ROI** call **01 656 9600**).

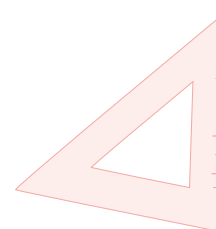
**Before you send the group details to the ad request email, please check with your team that they are correct as later amends may delay your advert.**

## landscape advert sizes



### colour landscape downloadable adverts:

- 110mm x 70mm (max 3 groups)
- 100mm x 100mm (max 4 groups)
- 120mm x 85mm (max 4 groups)
- 145mm x 70mm (max 4 groups)
- 148mm x 105mm (max 7-8 groups)
- 190mm x 80mm (max 7 groups)
- 200mm x 100mm (max 7 groups)
- 210mm x 148mm (max 7-8 groups)
- 265mm x 170mm (max 19 groups)
- 270mm x 180mm (max 19 groups)
- 297mm x 210mm (max 19 groups)



### black & white landscape downloadable adverts:

- 110mm x 70mm (max 3 groups)
- 145mm x 70mm (max 4 groups)
- 190mm x 80mm (max 7 groups)



The maximum number of groups is a guide based on the smallest typesize and on standard group information size.

It's recommended you display fewer groups at a larger font size for maximum impact.