



Instructions for printing marketing materials

To maintain high quality and consistency of all Directo a Mexico marketing materials, it is recommended that any print production be completed by a commercial printer.

General instructions

- All necessary files are on the enclosed CD. Included among these files are the proper fonts, the logo graphic and all images to produce the promotional materials.
- Furnish the commercial printer with the CD containing the PDF version of the document(s) you wish to have printed.
- It is also recommended that you provide the printer with a copy of the Logo Identity Specifications to help ensure color and size consistency across all printed elements.
- Specify all print materials be produced using a full 4-color process CMYK.
- Paper chosen should be standard white only—no water marks, colors or other decorations.

Brochure printing

- Instruct printer to use standard weight paper.
- If desired, financial institution logo can be placed on the back panel of the brochure file. Logo should be provided to printer in either JPEG or PDF format.
- Print brochure with bleeds to trim to the final 8.5 x 11" size.
- Brochure should be tri-folded.

Directo a México is a service mark of the Federal Reserve Banks and the Banco de México.

Poster printing

- Instruct your printer to use gloss or heavyweight paper, either matte or gloss.
- Final poster size should be 20" x 30" with no bleeds or colors and images that run off the edge of the final size.
- Instruct the printer that financial institution logo is to be placed in the upper right hand corner of the poster as indicated on poster file. Logo should be provided to printer in either JPEG or PDF format.
- Specify whether you wish to have finished poster(s) mounted on board, laminated or otherwise treated.

Tent card printing

- Instruct your printer to use gloss or heavyweight paper, either matte or gloss.
- Final tent card size should be 11" x 8" with no bleeds or colors and images that run off the edge of the final size.

Statement stuffer printing

- Instruct printer to use standard weight paper, either matte or gloss.
- Final statement stuffer size should be 3-3/8 x 8"