



Reference Manual for
Printed Advertisements

VERSION 2, 2009

1 | PREFACE

The unique style of the fine swiss Glycine watches shall reflect itself also strongly in advertising.

Only by using a consistent visual language in all printed advertisements and insertions, we can achieve a strong appearance of the Glycine brand.

For this reason, Glycine presents guidelines for all printed advertising, and provides you with a reference manual as well as easy-to-adapt templates for both Adobe®InDesign® and QuarkXPress®.

This is the second version of Glycine's Print Advertisement Reference Manual. Glycine recently had its corporate design smoothly re-designed, those adaptations are now also applied for all advertisements.

Glycine's company font is Avenir. If you don't have this font in your font collection, please contact Glycine for a copy of Avenir. Be aware that you may use this font only for Glycine-related advertisements. If you are not able to use Avenir, please use Helvetica or Arial.

If you have any questions or suggestions concerning Glycine's advertising, please send an email to glycine@glycine-watch.ch

2 | OVERVIEW GLYCINE PRINT ADVERTISING

Our advertisements are based on an eye-catching contrast. The basic layout of the advertisements divides the format in two thirds (impressive picture) and one third (simple and silent text area with logo). Additionally, we work with the strong contrast of black and white by using pictures with black backgrounds.

Pictures always show a close-up of the watch, we want to present the big size of the Glycine watches as well as to prove its superior quality by focussing every detail of the clockface.

The text area only consists of a short watch model info just on top, the Glycine logo in the middle and a few lines of text at the bottom, where dealers and shops can be listed.

If possible, a Glycine advertisement should always fill up the entire page of a magazine, in portrait format (taller than wide). If you can only use half of such a page, or the magazine is even in landscape format (wider than tall), there are also templates of such kind at your disposal.



If ever possible, use this main template.



When required, you may also use the landscape version.

3 | USING THE TEMPLATES

On the Glycine website, you will find templates for use in portrait and landscape format. In the navigation bar on the left, first choose «Media», then choose «Templates».

Templates are available for professional layout software Adobe®InDesign®, Version CS 2 (InDesign Version 4.0) and QuarkXPress® Version 6.0.

-  **Basic Format, portrait**
Black photo background
1.6 MB
-  **Basic Format, portrait**
Black photo background
96 KB

Recommended to be used whenever it is possible.



-  **Basic Format, landscape**
Black photo background
1.7 MB
-  **Basic Format, landscape**
Black photo background
88 KB

Recommended to be used when ad is published in landscape format.



To create your advertisement based on the provided templates, you may carry out the following steps:

1. Download your required watch model photo from the Glycine website (>Media >Photo Gallery).
2. Download your required layout template from the website (>Media >Templates).
3. Adapt the basic size of the document (the actual size of the template is 200 x 280 mm) to the specified size of your advertisement.
If your specific size differs extensively from the template's size, please refer to chapter 5 on how to adapt text lines and logo correctly to a given size.
4. Insert the picture into the picture frame of the template. Take care choosing a nice close-up of the watch photograph.
5. Exchange the dummy text of the template with your specific information, use the typographical settings of the template document.
6. Please send a low-resolution PDF-file of the advertisement to Glycine and ask for clearance.

4 | BUILDING YOUR OWN ADVERTISEMENTS

In case you or your design agency are not equipped with neither Adobe®InDesign® nor QuarkXPress®, you may use a layout software of your own to create your advertisements.

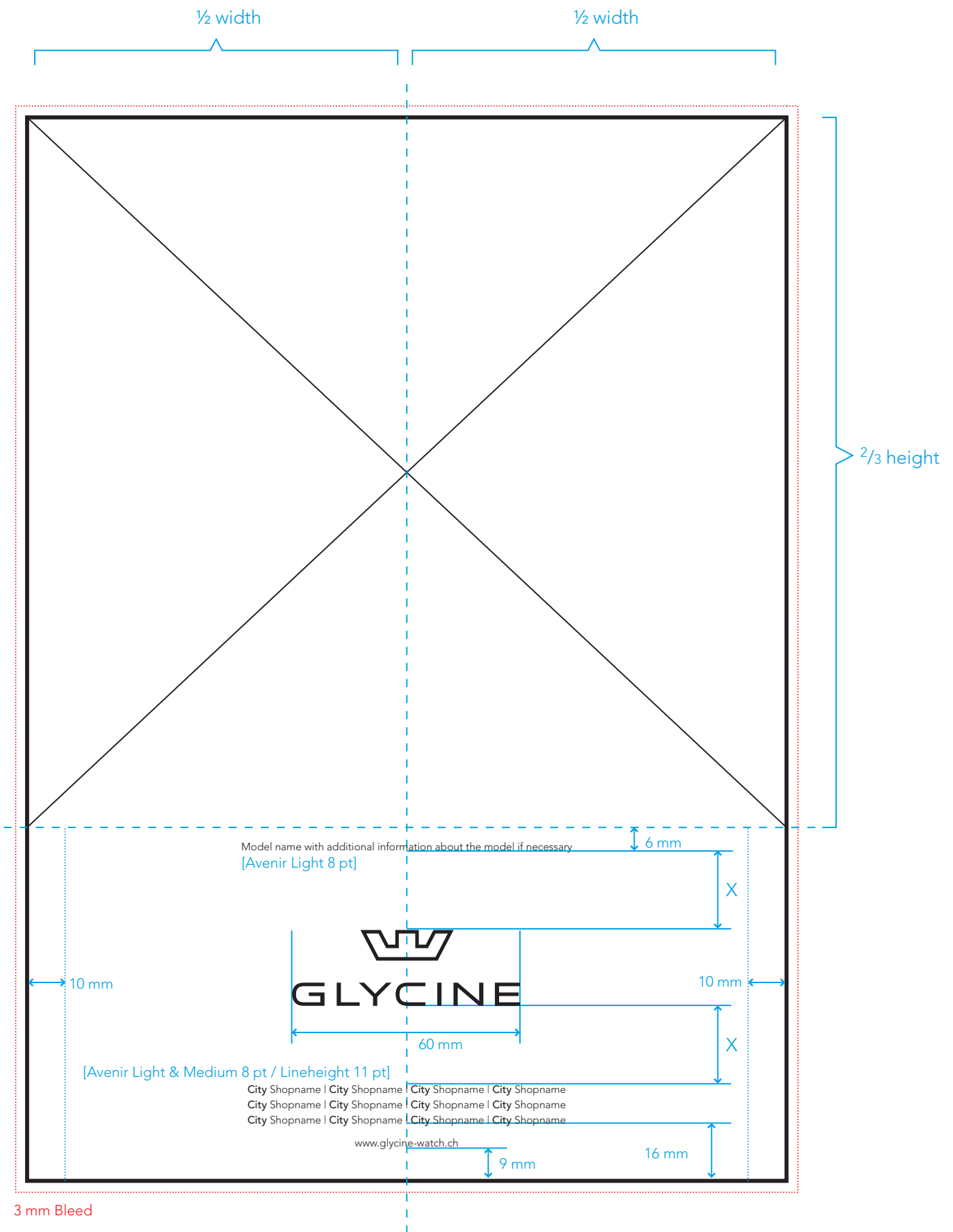
Following guidelines refer to the diagrams on the next pages, explaining the construction of the advertisement.

PORTRAIT FORMAT

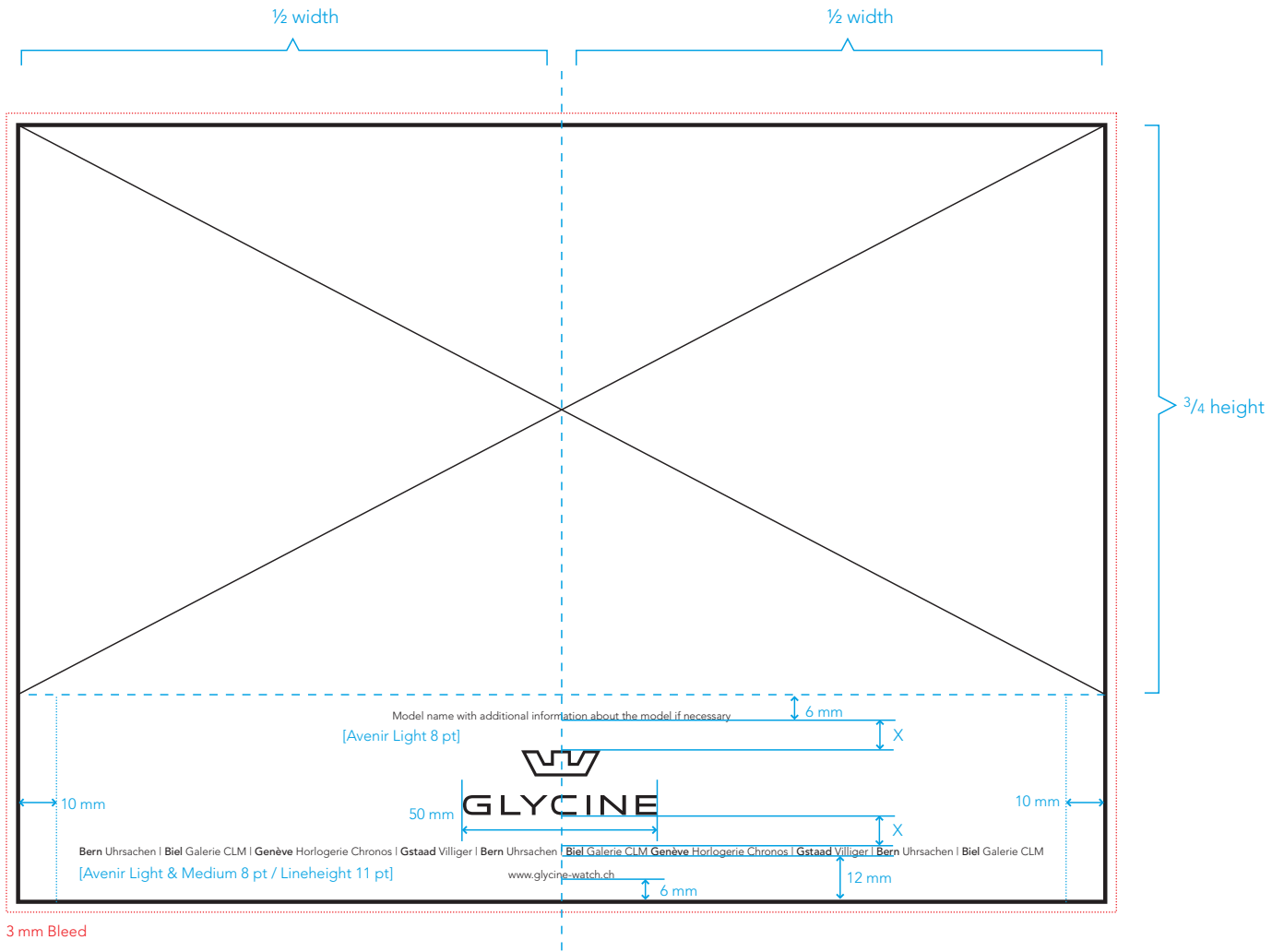
1. The height of the whole advertisement area is divided into three thirds. The upper two thirds contain the picture frame with the photograph of the watch model. Don't forget to add a bleed zone of 3 mm around the picture.
2. Create an invincible ruler that divides the advertisement area vertically into two halves; it will help you to align the text lines and the logo on the center.
3. For all text lines use the font Avenir Light and Avenir Medium, font size 8 points, interline lead 11 points; all text as well as the logo are center-aligned.
4. The image caption, containing the watch model info, is set at 6 mm from the bottom of the picture.
5. The baseline of the text block containing the dealer/shop info is set at 16 mm from the bottom line of the advertisement area. The baseline of the Glycine URL is set at 9 mm from the bottom line of the advertisement area.
Do not pass a border of 10 mm on the left and the right side of the text area.
6. To place the logo correctly, proceed as follows: The distance from the top of the logo to baseline of the image caption is equal to the distance from the bottom of the logo to the capital height of the first text line of the text block with the dealer/shop info.
7. Please send a low-resolution PDF-file of the advertisement to Glycine and ask for clearance.

LANDSCAPE FORMAT

1. The height of the whole advertisement area is divided into four quarters. The upper three quarters contain the picture frame with the photograph of the watch model. Don't forget to add a bleed zone of 3 mm around the picture.
2. Create an invincible ruler that divides the advertisement area vertically into two halves; it will help you to align the text lines and the logo on the center.
3. For all text lines use the font Avenir Light and Avenir Medium, font size 8 points, interline lead 11 points; all text as well as the logo are center-aligned.
4. The image caption, containing the watch model info, is set at 6 mm from the bottom of the picture.
5. The baseline of the text block containing the dealer/shop info is set at 12 mm from the bottom line of the advertisement area. Please use only one line of text here. The baseline of the Glycine URL is set at 6 mm from the bottom line of the advertisement area.
Do not pass a border of 10 mm on the left and the right side of the text area.
6. To place the logo correctly, proceed as follows: The distance from the top of the logo to baseline of the image caption is equal to the distance from the bottom of the logo to the capital height of the first text line of the text block with the dealer/shop info.
7. Please send a low-resolution PDF-file of the advertisement to Glycine and ask for clearance.



Constructing diagram for portrait format.



Constructing diagram for landscape format.

5 | WHAT YOU SHOULD AVOID

Examples below illustrate a few things you should be aware of when designing your advertisements.



Please do not use a white photo background. Always use a black photo background.



Please do not change the size of the Glycine logo, keep the given size.



Please do not display the watch too tiny; try to choose an eye-catching close-up of the watch.



Please do not add any color to the advertisement. Apart from the coloured pictures, we would like to keep a strict black-and-white appearance.



Please do not allow any text in the picture frame. Text should only be used in the text area in the lower half of the advertisement.



Please do not add any further pictures to the advertisement. The big picture with a well chosen display detail should speak for itself.



Please do not add more text than the default text lines: Only use watch model info on top and shop/dealer info at the bottom, plus the Glycine web address.



Please use only one font, «Avenir» if ever possible. Please do not change font sizes. Do not use different font families.



Model name with additional information about the model if necessary



GLYCINE

Bern Uhrsachen | Biel Galerie CLM | Genève Horlogerie Chronos | Gstaad Villiger | Bern Uhrsachen | Biel Galerie CLM
Genève Horlogerie Chronos | Gstaad Villiger | Bern Uhrsachen | Biel Galerie CLM | Genève Horlogerie Chronos | Gstaad Villiger
Genève Horlogerie Chronos | Gstaad Villiger | Bern Uhrsachen | Biel Galerie CLM

www.glycine-watch.ch

Mock-up of a ready-to-print Glycine advertisement.