



#### **Artwork guidelines – Each point is really important**

- Artwork in high res PDF, CMYK print ready format is required. This must also incorporate bleed of 2cm at all edges at full size.
- So when making a banner 90cm x 200cm, set up your artboard at 94cm x 204cm (including bleed) or a proportion of that so at ¼ size 23.5cm x 51cm.
- Do not apply any crop marks please – they cause a lot of problems for us.
- You must outline all fonts and use vector based logos (where possible) – convert to curves
- For images, work on the basis of a minimum of 75dpi at full size and so 300dpi at ¼ size. Images must be embedded and not linked.
- Keep any text or logos in the design from being too close to the edges – see guide above.
- Any specific colour should be set up in CMYK but also Pantone references should be supplied.
- We will try to match Pantones but cannot guarantee an exact match using a digital process.

#### How to supply:

- By email, depending on file size
- By FTP upload to <ftp://87.54.53.118> user:flexdisplay p/w:banner
- By [www.yousendit.com](http://www.yousendit.com) or similar FTP replacement utility