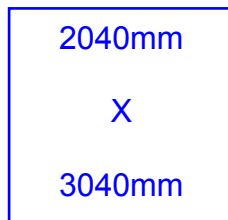
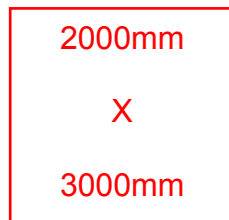
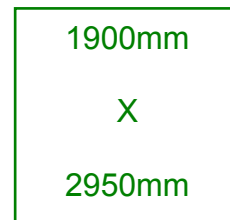
Dimensions including  
bleed

Finished size

Focus area for  
text & logos

### **Artwork guidelines**

- Artwork in high res PDF, CMYK print ready format is required. This should also allow bleed of 2cm at all edges at full size.
- So if making a 1m x 2m banner for example, artwork should be set up at 104cm x 204cm (including bleed) or a proportion of that so at ¼ size 26cm x 51cm.
- Do not apply any crop marks please.
- Use vector based text and logos where possible – convert to curves (outline any fonts).
- For images, work on the basis of a minimum of 75dpi at full size and so 300dpi at ¼ size.
- Keep any text or logos in the design from being too close to the edges.
- 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
- By sending us a link to where we can download the file