







64x204cm (Artwork size)

60x200cm (Final trimmed size)

54x187cm (Safe area, keep all text and logos within this area)

Position guides key:

-  Snap lock area
-  Bleed area
-  Trim line
-  Safe area

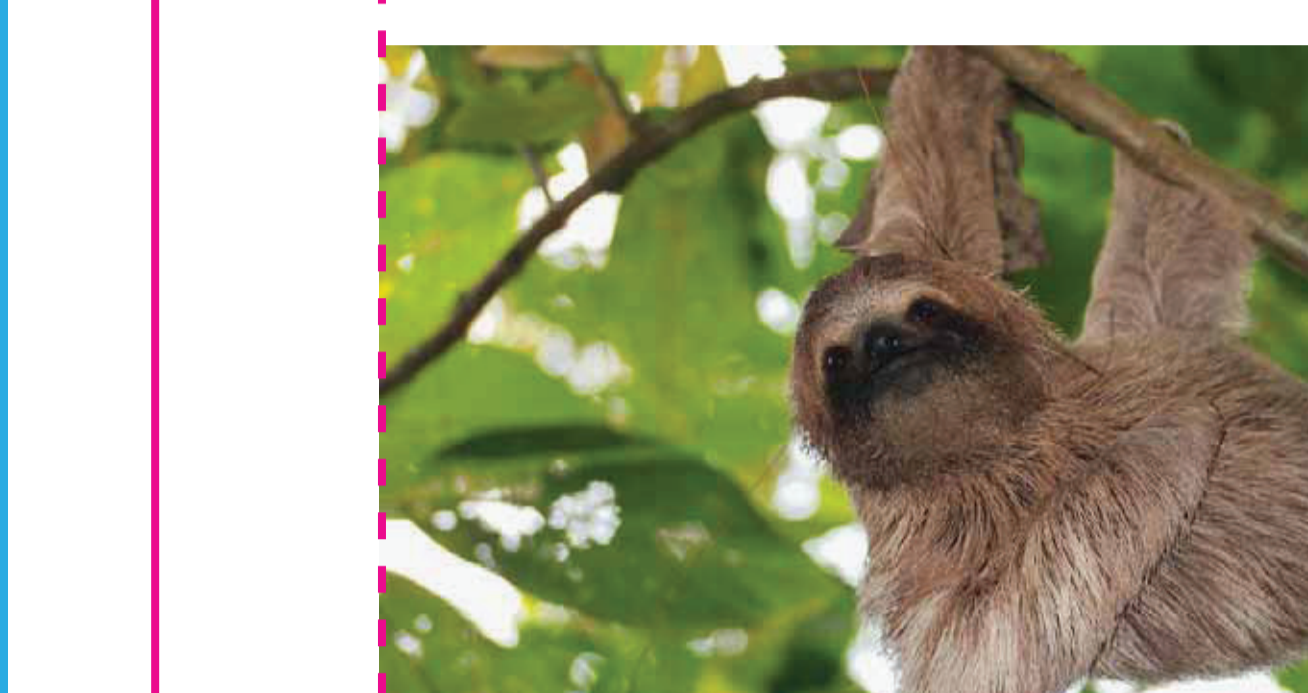
Keep all important text and logos inside the safe area.
 Images must remain within safe area or finish at bleed edge.



✓ Focus of image fully in safe area. Background extends to bleed edge.



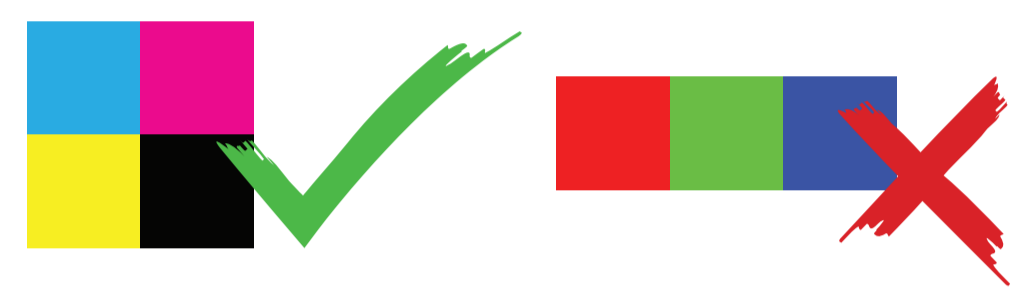
✗ Image ends on trim line. This provides no bleed.



✓ Image is entirely inside the safe area.

Colours:

Artwork must be fully in CMYK.
 Do not use: RGB, Spot colours or Pantone colours.



All black must be C50, M50, Y50, K100 (Rich black).
NEVER USE OVERPRINT.

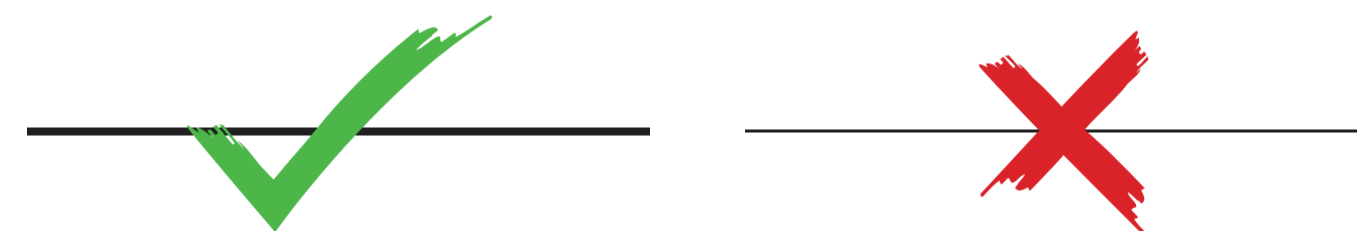
Resolution:

Images must be at least 75ppi at full size.
 Logos and all text must be vector, not images.



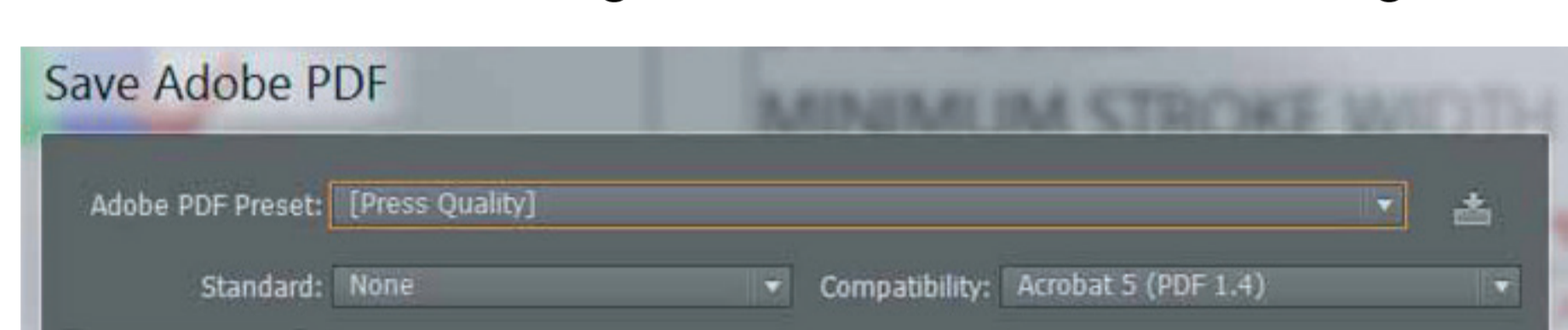
Text and Strokes:

Convert all text to paths.
 Minimum font size 5mm high (known as x-height).
My artwork is fabulous 5mm
 Minimum stroke width is 1mm not 1pt.

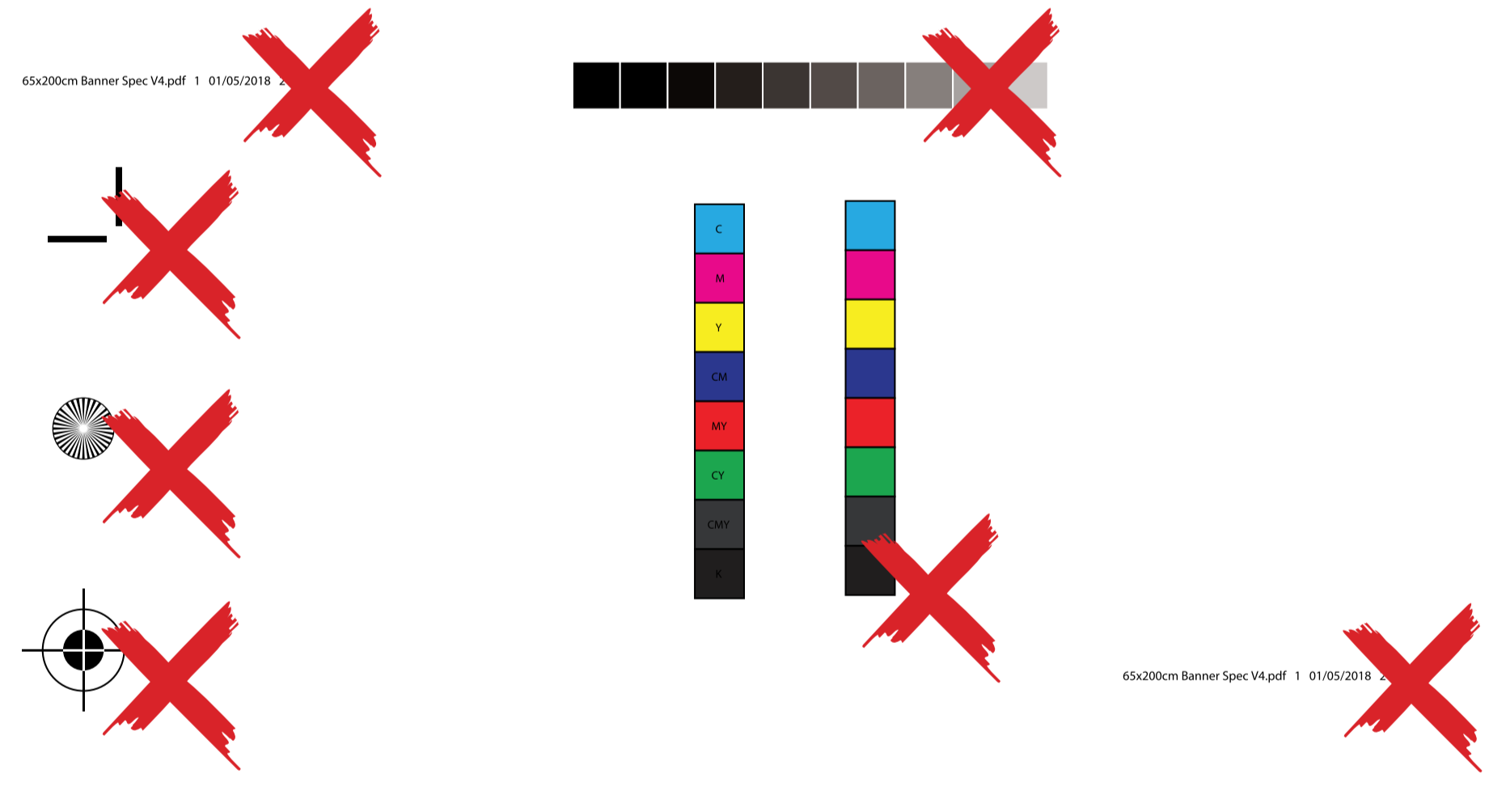


Artwork Files:

Supply artwork actual size, do not reduce.
 Do not flatten/rasterize artwork.
 Save artwork as a high res PDF version 1.4 or higher.



Do not add crop or registration marks (we'll do this).



100mm 80mm 20mm 15mm