154x204cm (Artwork size)

150x200cm (Final trimmed size)

144x187cm (Safe area, keep all text and logos within this area)

20mm 15mm 70mm 50mm

50mm 30mm 20mm

20mm 30mm 50mm

Position guides key:

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

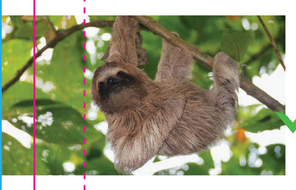
Keep all important text and logos inside the safe area.

Images must remain within safe area or finish at bleed edge.

Resolution:

Images must be at least 75ppi at full size.

Logos and all text must be vector, not images.



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

Image ends on trim line.
This provides no bleed.

Image is entierly
inside the safe area.

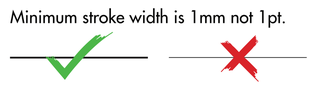
Text and Strokes:

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.

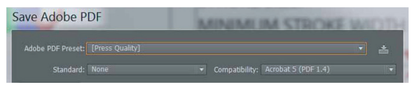


Artwork Files:

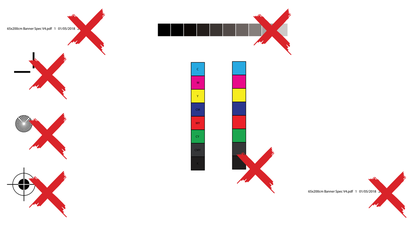
Supply artwork actual size, do not reduce.

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).*



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.

100mm 80mm

15mm

20mm