

4x204cm (Artwork size)

80x200cm (Final trimmed size)

70mm





50mm

20mm

15mm

74x187cm (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.

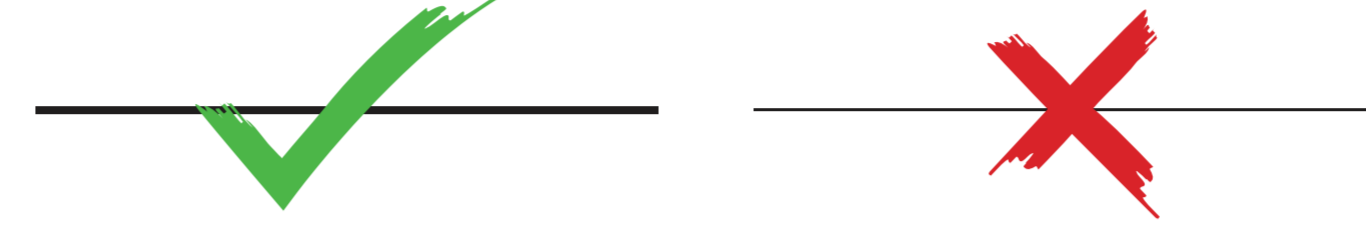
Resolution:

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



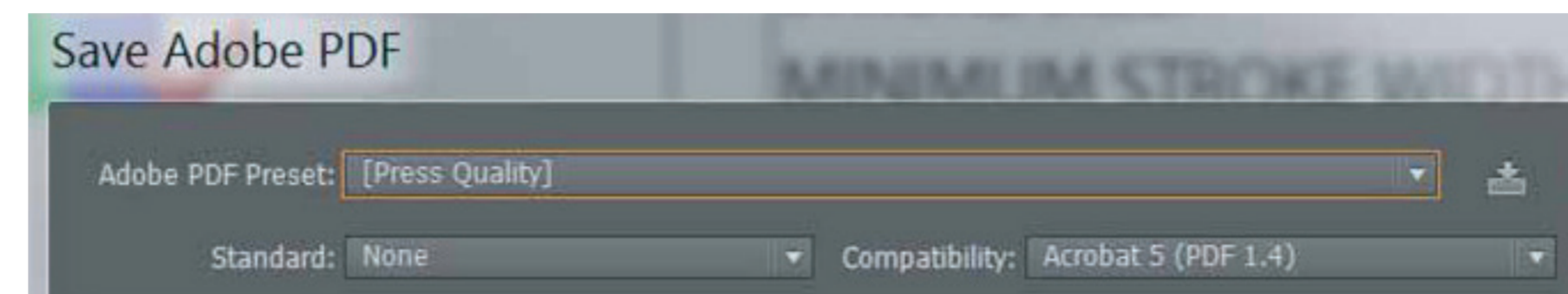
Text and Strokes:

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.

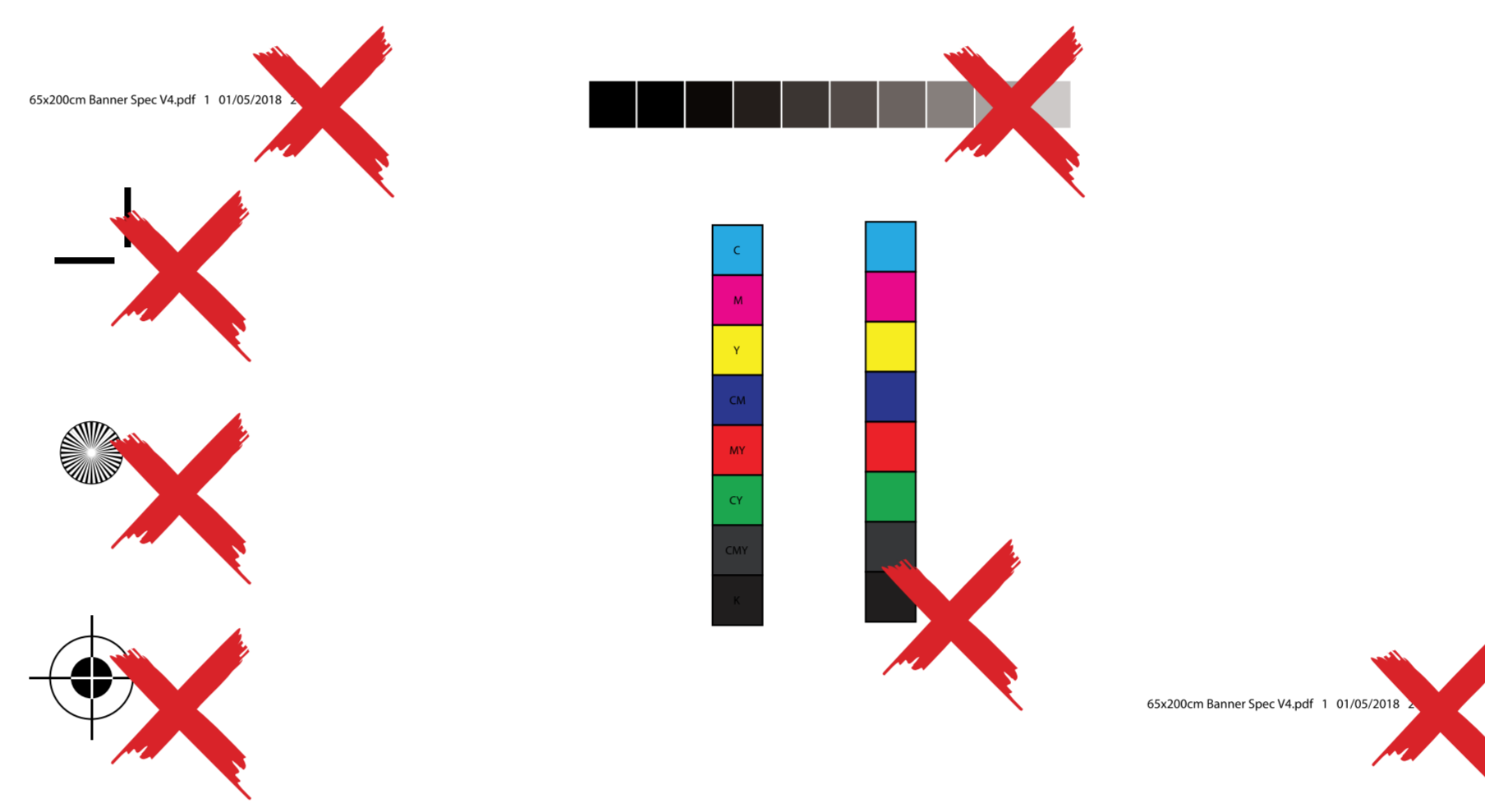


Artwork Files:

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

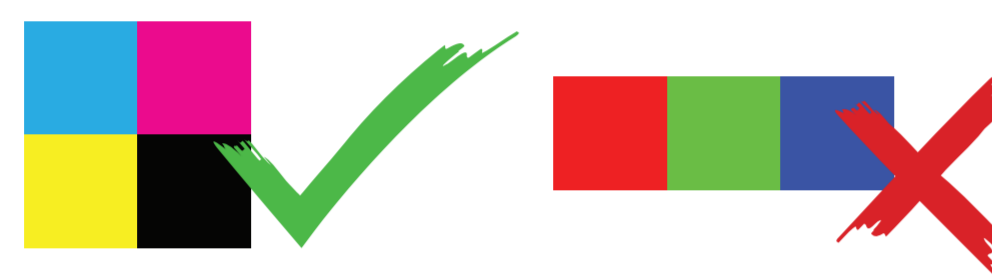


Do not add crop or registration marks (*we'll do this*).



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.



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.

20mm
 30mm
 50mm

100mm

80mm

20mm

15mm