

SPECIFICATION FOR THE GRAPHIC DESIGNER

BB12 – billboard 504 cm x 238 cm

ams

Format – AI, EPS, PDF, TIFF, PSD

Colours – CMYK (black C60 M50 Y40 K100 – refers to large solid colours)

Fonts converted to outlines

Scale 1:10

Image file resolution – 360 dpi (scale 1:10)

Sizes in 1:10 scale:

- print area 50,4 cm x 23,8 cm + (3 mm bleed)
- safe area (for text) 46,4 cm x 19,8 cm



print area – 504 cm x 238 cm

safe area (for text) – 464 cm x 198 cm

PRINT AREA – should be free of important graphic elements (logo, text), it perfectly suits backgrounds and fills

SAFE AREA – must be perfectly visible

ATTENTION!!! Files without a demonstrative JPG will not be accepted.

A digital proof or client's permission for printing without a proof should be submitted.

Prior to file submission for printing, it should be checked whether:

- all sizes comply to the specification
- all fonts have been converted to outlines
- all objects in the design have been converted to CMYK
- the resolution is correct
- the file re-opens after saving
- a demonstrative JPG has been attached