

Mosquito Banner

Artwork Guide – Mosquito 800mm wide

GRAPHIC SIZE

- Visible area: 800mm x 2000mm.
- 50mm of bleed required on footer to avoid revealing the leader.

ARTWORK SPECS

- File format: PDF is preferred (*EPS, Illustrator files and TIFFs are OK too providing all other requirements are met*).
- Resolution: equivalent to 100dpi at final size.
- Bleed: equivalent to 3mm at final size.
- Fonts: embedded or converted to outline.
- Colour: CMYK - convert pantones to CMYK.
- Rich Black: use 20 0 0 100 (cmyk).
- EPS (vector) logos: they reproduce sharper than JPGs or TIFFs of logos.
- Artwork can be prepared at a percentage of the final size - 50% or 25% are good proportions. All other requirements still apply.

IT'S NOT A GOOD IDEA TO...

- Prepare artwork using Word, Publisher, Powerpoint, or other non-DTP software.
- Use JPG images from the internet.
- Not include bleed or trim marks.
- Use copyrighted artwork.

BUT IT IS A GOOD IDEA TO...

- Keep everything big and bold with few words and an appropriate graphic.
- Assume your graphic is viewed a few metres away and design accordingly.

