

# SPECIFICATION FOR THE GRAPHIC DESIGNER

## BL18 – backlight 600 cm x 300 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 60,8 cm x 30,8 cm + (3 mm bleed)
- visible area 59 cm x 29 cm
- safe area (for text) 58 cm x 28 cm



print area – 608 cm x 308 cm

safe area (for text) – 580 cm x 280 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