

ARTWORK GUIDELINES

PVC Outdoor banners

What is bleed?

Bleed is where the image runs off of the cropped size of the banner. We require 5mm bleed on all sides to allow for any slight movement when the banner is cropped to size. Without bleed you could be left with a slight white trim in places.



● Eyelets

■ Final Banner when cut to size *(DL flyer proportions shown for visual purposes)*

■ 5mm bleed on all sides ■ Try to keep text within 50mm from the edge to clear eyelets

Supplying PDF artwork in the correct format

All PDF files have to be supplied as press-resolution. A PDF file is the industry standard format. All fonts should be embedded or changed into outlines. The PDF must be supplied as CMYK and not RGB. If you have worked in RGB and then convert to CMYK then the colours may change a great deal so it is essential to work in CMYK from the start. All Pantone colours must be converted to CMYK process. Any errors in supplying the PDF in the correct format will result in a delay for the flyer to go to print until it is resolved. The design studio you have used will be able to supply the PDF quickly and easily though. If you decide to use UKPrint4U to produce your artwork then the PDF will of course be 100% compatible and ready to print without and delays. All crop marks and registration must be in place



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