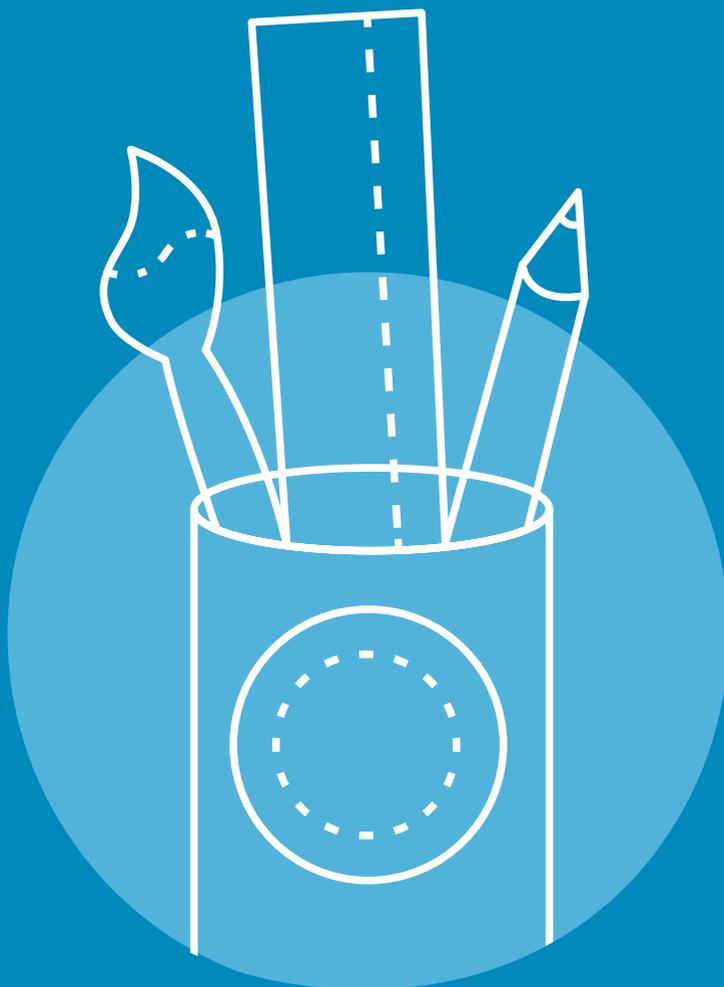


# Artwork Requirements.





# Welcome.

Welcome to Outdoor Display's Artwork Requirements Guide. Please take five minutes to read this guide before creating your artwork and selecting your print finishes.

This guide is designed to assist you in two key areas:

1. Giving you an understanding of our print capabilities, and how to select each option online.
2. Ensuring that your artwork is formatted and submitted correctly.

[Print Capabilities](#) 

# Print Capabilities.

## Bespoke Artwork.

Bespoke Artwork refers to anything from a vector logo on a plain background through to full high resolution photography. **This is available for both double sided and single sided banners.**

Bespoke Artwork is our most commonly selected and versatile print type. An origination fee is charged for each individual artwork.

Please note that PVC mesh is only available single sided with a block colour-matched reverse.

## Bespoke Block Colour Match.

Bespoke Block Colour refers to a single colour banner, printed double sided. To create this we need a pantone or CMYK colour reference or a PDF or Ai file containing the colour required.



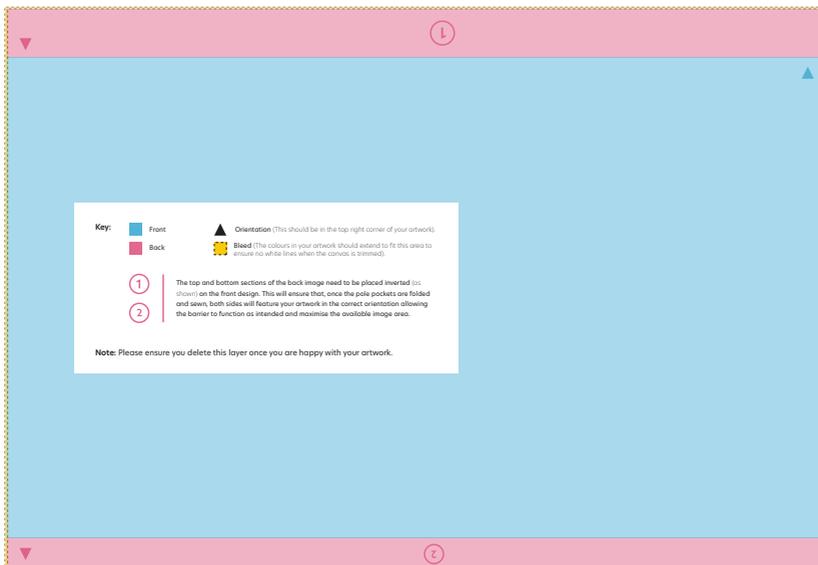
# Formatting Artwork.

## Template Downloads:

Before creating your artwork please ensure you download the correct size template (1.0M, 1.5M or 2.0M) to match with the order you have placed. The instructions for using the template are outlined in the file, simply place your artwork into the artwork layer in the template file, ensuring that the bleed and orientation of the folded sections are correct, and you're ready to submit your work.

**Please Note:** There is an artwork origination fee for each separate artwork design.

## Example Template:



## Accepted File Formats.

The only accepted file formats for submitting artwork are the following:

- Adobe Illustrator (ai)
- Adobe PDF (Layered)
- EPS or SVG format (Logos Only)
- Adobe Photoshop (.psd)

## Please Ensure:

When you are creating your artwork please ensure **all images are embedded and all text is outlined**, this is essential to avoid delays due to missing fonts or images when we come to production. We also ask you include a 30mm bleed around the perimeter to ensure there are no white lines when the material is trimmed, as per the artwork template.

## Uploading Your Artwork.

The final stage of the ordering process is to upload your artwork. Select the specification and quantity of barriers you require via our step-by-step process and add it to your basket.

Here you will be directed to the WeTransfer upload link (pictured below) on the homepage, WeTransfer allows you to send up to 2GB of files, meaning high resolution artwork can be sent without needing to be compressed.



### How to send Artwork

Please ensure:

- You quote your order number in the email title.
- You attach your artwork in an accepted format.
- If you have selected block colour then you include a colour reference alongside your order number.
- You have a great day!

Send via **wetransfer**

Example:

A screenshot of a WeTransfer email interface. At the top, there is a button with a plus sign and the text "Add your files". Below this, there are two input fields: the first contains "files@outdoordisplay.co.uk" and the second contains "your.email@email.co.uk". Underneath these fields, the text "Order Number: 0123456" and "Block Colour: Pantone 17-1462" is displayed. At the bottom of the form, there is a "Transfer" button and a small circular icon with a plus sign.

## Summary.

If the guidelines outlined in this document are not met, we cannot guarantee an accurate finish. Artwork will be checked upon receipt. Customers will be made aware of any issues before additional artwork costs are incurred. Outdoor Display will send digital proofs for approval before manufacture commences.

If you have any queries please do not hesitate to contact us on **+44 (0) 1664452007** or email: **info@outdoordisplay.co.uk**