



# Design Specifications

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## Image Format

When sending your banner design artwork to us, please ensure the following:

- Artwork needs to be 600 DPI
- Artwork saved as high resolution \*.ai or \*.pdf file
- Artwork is **converted to CMYK colour scheme**
- Artwork is saved as a vector image and not flattened
- Artwork is saved at full resolution without designer notes
- 1 piece of artwork per file only with multiple files sent through for mixed duplex printing

### Colour Setup:

- Please ensure that artwork is converted to CMYK colour scheme
- For better printing results, please ensure the following:
  - **Black Text is created as 100% black**, with zero magenta, zero yellow and zero cyan.
  - Large areas of black in image is created with **100% black, 40% magenta, 40% cyan and zero yellow colour.**

*In the case where special arrangements have been made with our design team to amend your design, please ensure that you supply all necessary fonts used in your design.*

**Image Size**  
**600 DPI**  
**(2.5 meters x 49cm)**

## Printing Requirements

Please note the following requirements when considering your design:

- If the image is to be mirrored on the reverse then only one file is required.
- When considering using alternative images for either side of the banner, it is important to note the following:
  - Please supply two separate files (ie: one file for each side)
  - Should you **not plan to fully extend** your banner (eg. In a doorway, or a smaller area), you need to be careful that your business message doesn't get lost, and therefore we recommend either of the following:
    - Should you wish to use alternate artwork on either side of the banner, please design, and clearly name, your files as demonstrated in the adjacent image fig1 and fig2.  
**CompanyName\_LeadingLeft.pdf**  
**CompanyName\_LeadingRight.pdf**
    - Alternatively, you could consider repeating your key business message in order to not lose any part of your design as displayed in fig3, so any reduction in extension will still display your message.

Fig 1

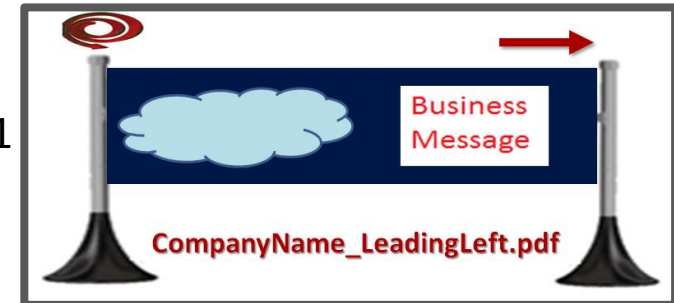


Fig 2

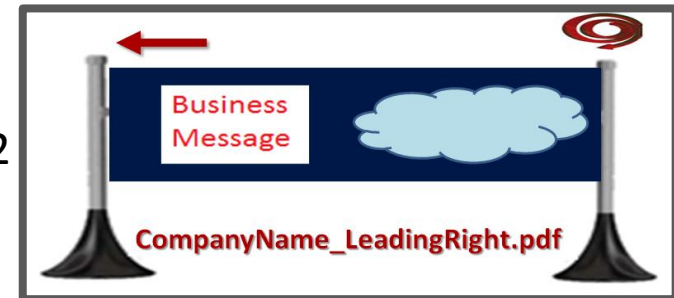


Fig 3



## Layout Requirements

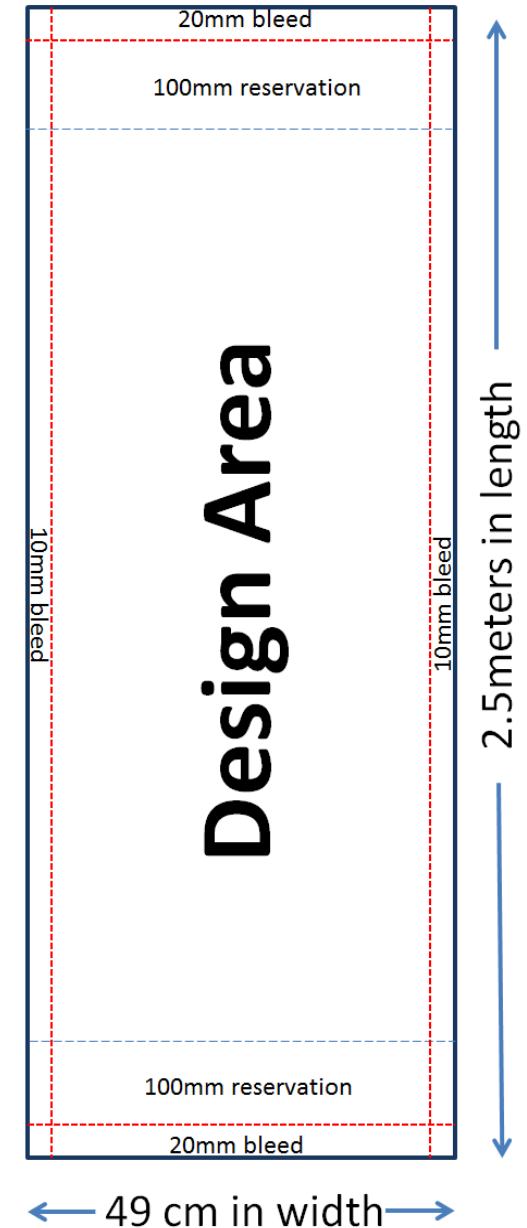
We suggest that all banner designs conform to the following layout:

Within the 2.5m banner length, please allow:

- 20mm bleed on either end along the 49cm shorter sides.
- Additional 100mm reservation area. The reservation area is very close to the ends of the banner which are connected to the banner-securing bars, and we therefore strongly recommend that you restrict placing any key business or marketing messages within this area, and allow for only non-critical background / image placement.
- 10mm bleed along each of the 2.5m sides of your banner
- Please allow your background (if used) to continue to all edges of the banner design to include the bleed areas.
- Please allow the design to fill the entire size of the banner, and do not add any designer marks into the image.

### PLEASE NOTE:

\* Any adverts that are not supplied to the above specifications may appear incorrect when printed and may result in charges for design correction or amendments by Tigrox designers.



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