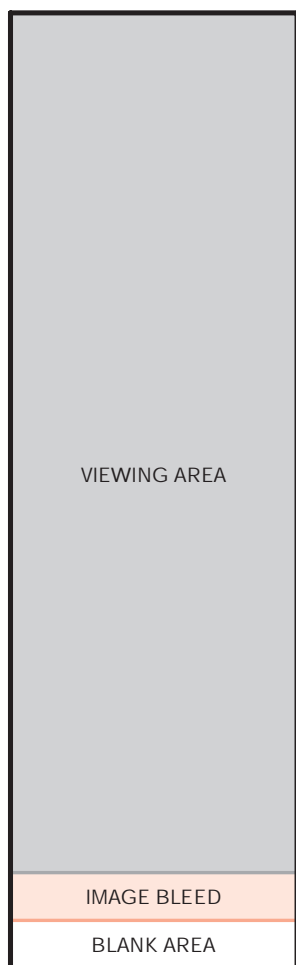# Artwork Guidelines- Roller Banners and Replacement Graphics

## Premium 60

All artwork needs to be set up at the correct scaling to the final artwork.

E.g. A roller banner at 600mm x 1950mm needs to be set up at 60mm x 195mm (Tenth Scale)
150mm x 487.5mm (Quarter Scale)
300mm x 975mm (1/2 Size)
600mm x 1950mm (Full Size)

VIEWING AREA

IMAGE BLEED

BLANK AREA

Roller banners have different areas when laying up your artwork. The viewing area is 1650mm high, it is recommended that no text is used below 1630mm as this avoids 'cutting off' of text. Please leave background image or colour to bleed to 1700mm. This is indicated on the diagram to the left. The final piece of the artwork will be 100mm of blank space at the bottom which will be attached to the leader and stay inside the roller banner cassette.

When looking at print resolution, if your file is at tenth scale and viewed at 1000% this will give you the exact view of how it will print. i.e. the actual correct size when magnified. Please note this only applies to image based files where images are 'live', such as Illustrator, Photoshop and high-res PDFs as the image is 'embedded' in the file. With layout files such as Quark and InDesign it is advisable to save as high-res PDFs, then view the PDF at the correct magnification. This rule also applies to all scaling with quarter scale being 400%, half size 200% and full size 100%.

### With all artwork please ensure the following:

All elements are CMYK and not RGB. (Images, logos, etc.)

Black should be submitted as C 0%, M 0%, Y 0%, K 100%

All artwork has fonts/text included (embedded/uploaded) or are outlined in the files.

Images are 300dpi or an acceptable quality for the order.

If sending raw elements please include all files used in the creation of the artwork.

Please ensure PC files are supplied as print ready high-res PDFs with fonts/text outlined.

## Queries or need advice?
email us at artwork@ppdonline.co.uk

PPdonline
SENDPRINTDELIVER