

54x204cm (Artwork size)

50x200cm (Final trimmed size)

44x187cm (Safe area, keep all text and logos within this area)

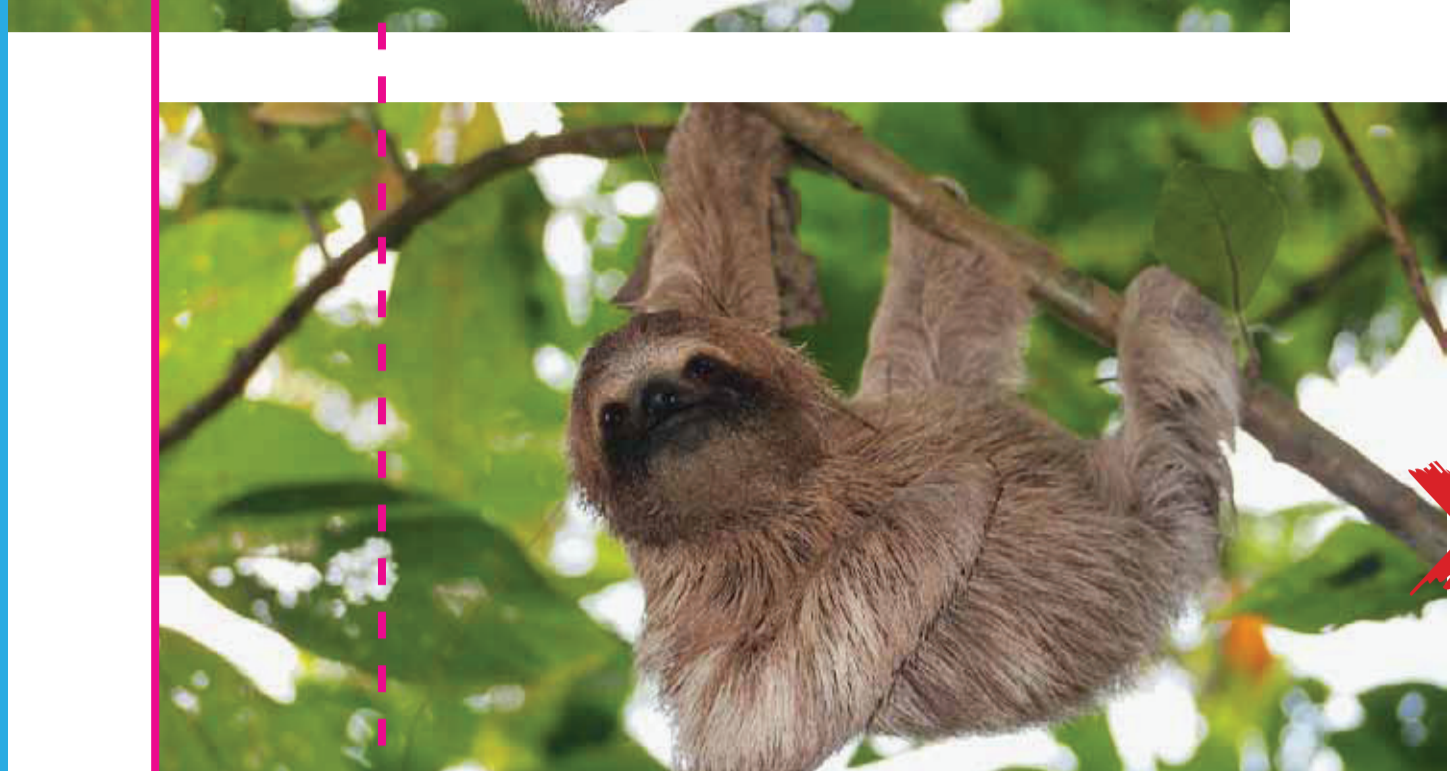
**Position guides key:**

- Snap lock area
- Bleed area
- Trim line
- Safe area

Keep all important text and logos inside the safe area.  
 Images must remain within safe area or finish at bleed edge.



✓ Focus of image fully in safe area. Background extends to bleed edge.



✗ Image ends on trim line. This provides no bleed.



✓ Image is entirely inside the safe area.

**Colours:**

Artwork must be fully in CMYK.  
 Do not use: RGB, Spot colours or Pantone colours.

All black must be C50, M50, Y50, K100 (Rich black).  
**NEVER USE OVERPRINT.**

**Resolution:**

Images must be at least 75ppi at full size.  
 Logos and all text must be vector, not images.

**Text and Strokes:**

Convert all text to paths.  
 Minimum font size 5mm high (known as x-height).  
*My artwork is fabulous* 5mm

Minimum stroke width is 1mm not 1pt.

**Artwork Files:**

Supply artwork actual size, do not reduce.  
 Do not flatten/rasterize artwork.  
 Save artwork as a high res PDF version 1.4 or higher.

Do not add crop or registration marks (we'll do this).

100mm 80mm 20mm 15mm