

Artwork Specification

The viewing distance for pop-up displays will be app 3m, but at least 1m
 According to the file format, colour anomalies may occur
 We print with a tolerance of 0.1 to 0.2% so a difference of 1mm up to 5mm is normal within a height of 2300mm

C Shaped Pop up Stands - 3x2 + 3x3 + 3x2 Pop up stand

- 1 For optimum results, we require all artwork documents to be submitted in **Vector Format** in a High Quality PDF.
- 2 Please ensure that all **text has been outlined**, any images or placed items are **linked / embedded** within the document and that all **layers have been flattened**.
- 3 No bleed or crop marks.
- 4 Set up your artwork in CMYK at 300dpi
- 5 **CMYK Printing of Solid Black** - To achieve a solid black in your artwork, please create solid black with the following colour reference: 100% C, 100% M, 100% Y , 100% K
- 6 The artwork should be sized at **25%** of the total artwork size and sent as a complete document. We are unable to accept individual panels.
- 7 **3x2+ 3x3 + 3x2 C Shape Pop Up Stand: 11 panels = 7 x front panels, 2 x 'D' end panels & 2 x 'Ghost Panel'**
 Total Artwork size: 7097mm (W) x 2225mm (H)
 Artwork size 25%: 1774.25mm (W) x 556.25mm (H)
 Front panels = 673mm / 168.25mm (25%) | 807mm / 201.75mm (25%)
 'D' End panels = 673mm / 168.25mm Ghost Panels = 252mm/ 63mm (25%)
- 8 For text, images or logos on the 'D' end panels, please position items in accordance with the diagram. Place in the front or side section of the 'D' end, avoiding the grey chevron area. For text or logo to be visible from the back, place in the chevron area panel and back panels.

