

# General Art Guidelines:

**Total Graphic Area:  
800 (w) x 2260 (h) mm  
Including 150mm at bottom  
(non-visible image area in roll  
mechanism).**

**Total Visual Area:  
800 (w) x 2110 (h) mm**

**- CMYK**

**- Pantone colours.**

**- Do not supply RGB or png images.**

**- Do not embed images, supply  
them.**

**- Resolution for any images must be a  
minimum of 300 dpi at  
25% output size.**

**- All fonts must be converted to  
outlines.**

**- Please supply artwork as hi-res PDF**

**- Include 4mm bleed**

## **Non - visible bleed area**

This area will bleed into the mechanism and will not be seen.  
Please bleed artwork into this area but avoid placing important images, text or logos here.