

Please follow these guidelines if you are supplying images or designing your own advert.

If you have any difficulties supplying files in the correct format then please contact the studio to discuss the alternative options.

Due to complicated production requirements on some panels, we may need to convert the design to our software before production can begin. It may help to send artwork files in as many formats as possible to avoid delays.

file formats

Due to the size of the prints required the best way of creating artwork is with a vector graphic program to ensure it can be scaled up. We recommend creating the design using **Freehand** or **Illustrator**. Occasionally print ready PDF files can be supplied for some adverts but please check. Unfortunately we cannot produce the advert from any other formats such as Quark Xpress, In-Design or Corel Draw so the files will need to be converted first which could delay production and incur an extra charge.

photographs

Photographs need to be supplied as high resolution good quality images or the original photo will need to be scanned in our studio. Generally file sizes should be at least 25MB and saved as **TIFF**, **EPS** or **High Quality JPEG** files. The final print resolution will need to be at least 100dpi for the best results.

Please DO NOT embed images within another file type such as a word document or illustrator eps.

Complicated designs should be saved as layered Photoshop files so that elements can be adjusted. Text & logos should be supplied separately in vector format when possible. We do not recommend creating the whole design as a bitmap image due to the limitations involved.

fonts

We have a large collection of fonts available, but please include the fonts used or **convert them to outlines**. If you require a certain font then please include a sample of the style rather than just the name.

poster designs

Please supply the artwork with a **3mm bleed** and scaled to either **100%**, **50%**, **25%** or **10%**. Some panels may be fitted into a frame so allow at least 15mm on the inside edge of the design to be covered.

vehicle templates

If creating an advert to fit a vehicle please ensure a template is used as a guide. The details on the template such as the lights and panel breaks should be avoided and statutory regulations need to be taken into account. For these reasons we may need to make final adjustments to the design before production can begin. Some vehicles cannot use full-colour all over, so please check before you do your design. Please create the design with at least **10% extra background** on all sides to wrap around the corners of the bus and allow for the fact the vehicle may vary slightly from the outline supplied.

submitting artwork

Email: Files smaller than 15MB can be sent by email to sarahelson@communitypartners.co.uk & studio@graphic-evolution.co.uk (Please put your order number in the subject line of the email.)

FTP server:

IP address: 84.12.14.86 (or use a web browser at <http://84.12.14.86:8000>)
username: guest
password: your email address

Disks: We accept CD, DVD or Zip Disks.

Compression: Use zip or stuffit to compress files to make them smaller and faster to send.

Proofs: 2 A4 colour accurate prints should be supplied with the artwork.

design advice

keep it simple

remember **short messages** and **clear images** work best.

less is more

only include **essential information**, the design becomes less effective the more you try to promote.

choose quality images

please ensure all images are **good quality** and **high resolution**, this will allow us to create the best quality prints for you.

suitable images

use images that **promote the product or service**, avoid photos of premises or those that are not relevant.

vehicle templates

when designing for a vehicle please avoid putting details across **rivet bars**, **lights**, **grilles** and **window rubbers** as these cannot be covered - a 5cm gap (min) is recommended.

contravision

avoid putting important information in the window areas due to the **reduced visibility** of the one-way vision material used.

we're here to help you!

our designers have a lot of **experience** and are happy to provide **advice** and **ideas**.

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