

BUILD HOLLYWOODTH FAMILY **DIABOLICAL JACK JACKARTS**

AMBIENT ARTWORK SPECIFICATIONS

PROJECTION ARTWORK SPECIFICATIONS

Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- All artwork to be supplied in landscape format as well as portrait format
- Landscape resolution: 1024px x 768px
- Portrait resolution: 768px x 1024px
- All artwork to be supplied in .png or .jpeg format
- All artwork to be supplied as high res as possible
- If supplying video content, please supply as .mov format
- Video content to be capped at 30 seconds.

Visual Guidelines

To minimise problems, please adhere to the following guidelines:

- Make all artwork high contrast and bold
- Use light and bright colours and minimise dark colours
- Dark colour/black does not project so if your image contains this, please be aware that detail will not be picked up
- Make any text as big as possible and use a bold font to ensure it is legible
- Step a couple of meters away from your screen to get a better representation of what it will look like in a projection.

Supplying Artwork

- Artwork must be supplied 2 full weeks before the projection date.
Late arrival of artwork can result in the projections not going ahead but payment still being required
- Please email directly to your Account Manager as an attachment or by WeTransfer.

Get in touch for further information

+44 (0) 20 7916 5483

DIABOLICAL
sayhello@diabolical.co.uk

JACK
sayhello@jackagency.co.uk

JACK ARTS
sayhello@jack-arts.co.uk

CHALK / CLEAN STENCIL ARTWORK SPECIFICATIONS

Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Artwork size from A3 to A2. Artwork can be any size or shape within these parameters
- Please supply artwork as high-res PDF.

Visual Guidelines

To minimise problems, please adhere to the following guidelines:

- When creating your stencil image it is important to remember the fundamentals of a basic stencil, you cannot have any enclosed spaces or ‘islands’ inside any areas to be cut out.
- All text should be produced at a minimum of 100mm high to ensure maximum definition and visibility.

Supplying Artwork

- Artwork must be supplied 3 full weeks before the live date.
- Please email directly to your Account Manager as an attachment (max file size 10MB) otherwise supply via WeTransfer.

Get in touch for further information

+44 (0) 20 7916 5483

DIABOLICAL
sayhello@diabolical.co.uk

JACK
sayhello@jackagency.co.uk

JACK ARTS
sayhello@jack-arts.co.uk

CLING ARTWORK SPECIFICATIONS

Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Artwork size from A5 to A4. Artwork can be any size or shape within these parameters
- We cannot accept artwork in Microsoft Word, Excel or Powerpoint format. Please use approved design packages
- Please supply artwork as full size high-res PDF
- Always incorporate 3mm bleed into your job
- Unless specified all colour printing is full colour and should be completed and saved in CMYK process. For best possible performance we recommend designing for as little ink usage as possible. We recommend a maximum ink density of 220%, to screen down inks and to utilise under colour removal (UCR). Building PMS colours is preferred as process ink allows more charge to reach the surface than a solid PMS flood would (4-colour process is also less dense and adds less weight to the piece).

Finishing

To minimise problems, please adhere to the following guidelines:

- Clings can be produced “trim to size” or “die cut”. For each of these we need artwork supplied differently
- For trim to size we need crop marks highlighting where to cut
- For die cut pieces we need a cutter guide that shows the final shape and size of the piece. The cutter guide needs to be designed as a spot colour so ripped files can separate the CMYK from the cutter.

Clear Clings

- Clear Clings can be printed reverse or right reading for window applications.
- To enhance the colour of an image on clear Clings an opaque white can be printed before a pass of 4 colour process, or added after if reverse printing
- Artwork for clear Clings needs to be supplied with a shadow file which shows the printers where to print the white inks. To avoid a halo of white ink around areas of colour white files need to have trapping of 0.2mm or more.

Supplying Artwork

- Artwork must be supplied 3 full weeks before the live date.
- Please email directly to your Account Manager as an attachment (max file size 10MB) otherwise supply via WeTransfer.

Get in touch for further information

+44 (0) 20 7916 5483

DIABOLICAL
sayhello@diabolical.co.uk

JACK
sayhello@jackagency.co.uk

JACK ARTS
sayhello@jack-arts.co.uk

TEARAWAY ARTWORK SPECIFICATIONS

Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Artwork size A3 (297mm x 420mm)
- We cannot accept artwork in Microsoft Word, Excel or Powerpoint format. Please use approved design packages
- Please supply artwork as full size high-res PDF
- Always incorporate 3mm bleed into your job
- Suggested height of tearaway tabs 5cm to 8cm
- Include 3mm safe area around all key main poster imagery and text
- Include 2mm safe area around tearaway tab text.

Supplying Artwork

- Artwork must be supplied 3 full weeks before the live date.
- Please email directly to your Account Manager as an attachment (max file size 10MB) otherwise supply via WeTransfer.

Get in touch for further information

+44 (0) 20 7916 5483

DIABOLICAL
sayhello@diabolical.co.uk

JACK
sayhello@jackagency.co.uk

JACK ARTS
sayhello@jack-arts.co.uk