

# **BUILD HOLLYWOOD<sup>TH</sup> FAMILY** **DIABOLICAL JACK JACKARTS**

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**CREATIVE STUDIO / ARTWORK SPECIFICATIONS**

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# SPILL BOARD / ARTWORK SPECIFICATIONS

## Base Print Poster Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Artwork specifications and size dependent on the site format booked  
[BUILDHOLLYWOOD Artwork Specifications](#)
- Artwork should include all elements of the design except those on the spill element
- Do not position any vital text or imagery where the spill element is to be positioned (This will result in it being covered up once the spill element is installed)
- Include an outline stoke of the spill element at 0.5 point (This is to ensure correct positioning of spill element)
- All fonts outlined to minimise font conflicts
- Wherever possible, vector artwork should be used, especially for any text/logo elements
- Please supply artwork as high-res PDF.

## Spill Element Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Artwork should include all elements of the design on the spill element
- Please supply artwork at 10% scale @ 600dpi - 1200dpi
- Please incorporate 8mm bleed at full size. (0.8mm at 10% scale)
- All fonts outlined to minimise font conflicts
- Wherever possible, vector artwork should be used, especially for any text/logo elements
- Vector cutter guide that shows the final shape and size of the piece. The cutter guide needs to be in a spot colour so ripped files can separate the CMYK from the cutter
- Please supply artwork as high-res PDF.

## Mock-up

To minimise problems, please supply a mock-up showing base print poster artwork and all spill elements installed as a reference guide. This does not need to be mocked up on an image of the actual site.

## Supplying Artwork

- Artwork must be supplied 3 full weeks before the live date.

## Get in touch for further information

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# MIRRORED 4 SHEET / ARTWORK SPECIFICATIONS

## Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Finish Size: 1016mm w x 1524mm h  
Safe Area Margins: Left 50mm, Right 50mm, Top 50mm, Bottom 50mm  
Please supply artwork at 50% of finish size @ 300dpi  
Artwork Size: 508mm w x 762mm h + 4mm bleed
- Wherever possible, vector artwork should be used, especially for any text/logo elements
- All fonts outlined to minimise font conflicts
- To enhance the colour of an image on Mirrored 4 sheets an opaque white can be printed before a pass of 4 colour process
- Artwork for Mirrored 4 sheet needs to be supplied with a shadow file which shows the printers where to print the white inks. This will need to be supplied as a vector cutter guide
- Please supply artwork as high-res PDF.

## Supplying Artwork

- Artwork must be supplied 3 full weeks before the live date.

## Get in touch for further information

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# CHALK AND 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 as based artwork
- Produce artwork at 100% scale @ 300dpi
- All fonts outlined to minimise font conflicts
- 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.

## Get in touch for further information

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# 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
- Produce artwork at 100% scale @ 300dpi
- All fonts outlined to minimise font conflicts
- 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.
- Please supply artwork as high-res PDF.

## 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 vector based and in 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.

## Get in touch for further information

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# TEARAWAY / ARTWORK SPECIFICATIONS

## A3 Tearaway Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Artwork size A3 (297mm x 420mm)
- Produce artwork at 100% scale @ 300dpi
- All fonts outlined to minimise font conflicts
- 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
- Please supply artwork as high-res PDF.

## A4 Tearaway Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Artwork size A4 (210mm x 297mm)
- Produce artwork at 100% scale @ 300dpi
- All fonts outlined to minimise font conflicts
- 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
- Please supply artwork as high-res PDF.

## Supplying Artwork

- Artwork must be supplied 3 full weeks before the live date.

## Get in touch for further information

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# LENTICULAR 4 SHEET / ARTWORK SPECIFICATIONS

## Artwork Specifications

To minimise problems, please adhere to the following guidelines:

- Finish Size: 1016mm w x 1524mm h  
Safe Area Margins: Left 50mm, Right 50mm, Top 50mm, Bottom 50mm  
Please supply artwork at 50% of finish size @ 300dpi  
Artwork Size: 508mm w x 762mm h + 4mm bleed
- Wherever possible, vector artwork should be used, especially for any text/logo elements
- All fonts outlined to minimise font conflicts
- Animation effects require 2+ individual layer, one for each image change. Please supply separate artwork for each layer / image change.
- Please supply artwork as high-res PDF.

## Supplying Artwork

- Artwork must be supplied 3 full weeks before the live date.

## Get in touch for further information

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# 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
- Please supply artwork as .png or .jpeg format
- 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).

## Get in touch for further information

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**THE FAMILY**

**THANK YOU**