

■ Artwork Precaution

Please refer our to Printing guidelines below to make sure your design is prepared correctly. Excard will NOT be held any responsible for any errors arising from not following the set guidelines.

BANNER ARTWORK SPECIFICATION

1) ARTWORK DIMENSION (REFER TO DIAGRAM)

Bleeding: 0.5 inch from all sides of the edges (Artwork Dimension)

- ▶ **Bleeding size** : 73 inches x 25 inches
- ▶ **Actual size** : 6ft x 2ft (72 inches x 24 inches) (Only Landscape)
- ▶ **Safe zone** : 70inches x 22 inches

— 出血线 - 把稿件背景设计延伸到出血线。
Full Bleed - Extend your background design to this edge, on all sides.
— 切割线 - 此线以外内容被切除。
Trim Size - Product size. Anything left beyond this line will be cut off.
— 安全区 - 所有重要内容(字体/图片/图标等)不可超出此区以免被切除。
Safe Zone - Keep all your important contents (text, images, logos, etc.) within this area.



Remarks: Above artwork design applicable for all offer sizes.

***For the size (18ft x 3 ft & 20ft x 4ft), please use template provided (size divided by 2) to avoid PDF ERROR.**

2) FILE FORMAT

- Only Adobe Acrobat Document (*.pdf) is acceptable as it provides better printing quality.

3) MARKING & TRAPPING

- Do not apply any crop mark and trapping to your files, including box or bleeding marking or margin marking.

STANDARD CHECKLIST

DOCUMENT / PAGE LAYOUT

- Banner size is correct
- Artwork are within the Safe Zone

FILE FORMAT

- Artwork is saved in required file format : **Adobe Acrobat Document (*.pdf)**

FILE SIZE & RESOLUTION

File resolution at 100% : **300dpi**
File size at 100% : **below 500MB / file**

Agent is required to flatten the artworks if it consists of various layers or complex design in order to have better control on the file size.

FILE NAME

- Example: (4 Eyelet - Small size): **abc_3x2 / abc_10x4**
(5 Eyelet - Big size): **abc_9x1.5 (2xScale) / abc_10x2 (2xScale)**

ARTWORK DESIGN

All images have been exported / converted : **Background, design effects, photos, images to TIFF files (not including text / vector images)**
TIFF File Resolution : **300 dpi**
Color Mode : **CMYK**

FONTS

- Curve / Path / Create outline all fonts

LINE WEIGHT

- No lines of less than ≥ 0.25 pts. are used : **≥ 0.25 pts**
- Color Mode : **CMYK**

MARKING & TRAPPING

- Never apply any crop mark or trapping onto the files.