

Artwork Precaution

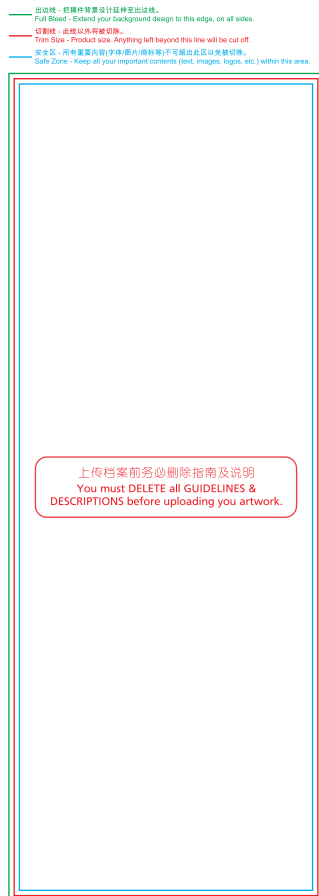
Please refer our to Printing guidelines below to make sure your design is prepared correctly. Excard will NOT be held any responsible for any errors arising from not following the set guidelines.

ROLL-UP STAND ARTWORK SPECIFICATION

1) ARTWORK DIMENSION (REFER TO DIAGRAM)

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

- ▶ **Bleeding size** : 30 inches x 79 inches
- ▶ **Actual size** : 29 inches x 78 inches (Only Portrait)
- ▶ **Safe zone** : 27 inches x 76 inches



Remarks: Above artwork design applicable for all offer sizes.

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

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### DOCUMENT / PAGE LAYOUT

- Roll-up stand 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: **abc\_29x78**

### 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  $\geq 0.25$ pts. are used :  **$\geq 0.25$ pts**
- Color Mode : **CMYK**

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