

pearl

Artwork Guidelines

Bank Travolator



ARTWORK DEADLINES

Final Artwork must be delivered to CBS Outdoor no less than 21 calendar days before the in-charge date to ensure that posting commences on time.

ARTWORK SPECIFICATIONS

CBS Outdoor can accept artworks in the following Mac-compatible formats; Quark, In-Design, Illustrator and Photoshop. Please supply the artwork on CD, DVD or FTP. All images must be scanned at hi-resolution, no less than 100dpi at full size. All screen and printer fonts must be supplied, if this is not possible all text must be created as outlines. A colour run-out or proof should also be supplied for reference purposes.


DISPLAY AREA

The specification below details an Overall Size and Display Area. Please keep all important text and images within the Display Area but feel free to bleed the background colours/images up to the Overall Size. Please be aware that if an artwork has text that has been created to the Display Area it will butt-up to the edge of the ceiling panels. If this is not the desired effect then please move the text even further inside the Display Area.

SITE LAYOUT

16 x Vinyl Landscape Displays, 8 per side interspersed with plain white vinyl panels



 16 x display panels
(Actual size of 6,000mm x 2,900mm)

 White vinyl

ARTWORK DIMENSIONS

Please create the artwork to the dimensions shown below with an additional 3mm of bleed on all four sides.



OVERALL SIZE

600mm wide x 290mm high

DISPLAY AREA

590mm wide x 270mm high

ARTWORK DELIVERY ADDRESS/CONTACTS

Christian Bench
CBS Outdoor
Camden Wharf
28 Jamestown Road
London
NW1 7BY
Tel: 020 7428 3662

FTP: [ftp.cbsoutdoor.co.uk](ftp://ftp.cbsoutdoor.co.uk)

FTP: //external:designer@ftp.cbsoutdoor.co.uk

COPY APPROVAL

Before posting can commence, every bus, rail and tram campaign must be submitted to CBS Outdoor for copy approval. This is to ensure that the Codes of Practice outlined by each of our franchise partners are being upheld.

To view the 'Codes of Practice and Guidelines' visit www.cbsoutdoor.co.uk

Go to the 'Campaign Support' section and click on 'Copy Approval'.

To help in this process and to prevent unnecessary production costs, CBS Outdoor requires a colour copy of every design used in the campaign as soon as they are available. The colour copies must show the actual versions to be used in the campaign, be legible and show the entire poster.

For the Bank Travolator - colour copies should be emailed to either:

christian.bench@cbsoutdoor.co.uk

Alternatively colour run outs can be sent to the following address marked for either of the above:

CBS Outdoor
Camden Wharf
28 Jamestown Road
Camden
London NW1 7BY

CBS Outdoor assures you of a swift response. Thank you for your co-operation.