

## Help us help you

### **Avoid errors - create artwork at 100% scale**

Create artwork at 100% of final size to avoid errors

Artwork for multi panel/ panorama displays should be set up as a spread.

### **Scaled artwork**

If artwork must be created at scale, use 50%, 25% or 10% of final size.

A document with a final size of 1800 mm x 1200 mm could be supplied at 900 mm x 600 mm (50%), or 450 mm x 300 mm (25%)

### **Crop Marks & 5mm Bleed**

Clearly mark the final trim size, including panel trim sizes in the case of Pop-Up displays.

All artwork should have a 5 mm bleed on all sides.

Please ensure PDFs have appropriate crop marks and bleed.

### **Images Resolution**

**Images to be supplied at a minimum of 100 dpi if at 100% of final output size.**

Images should be 400 dpi if at 25% of final output size, and 200 dpi if at 50% of final output size. These resolutions are the minimum requirements, images can be supplied at higher resolutions if desired.

### **Colour Matching & Colour Profiles**

For colour accuracy we recommend assigning Pantone coated spot colours as required - especially in logos. This allows colours to be matched as closely as the print process allows. Remember to embed colour profiles when saving images to facilitate colour matching.

### **Fonts**

Please supply all fonts used within the artwork document.

### **File Formats**

Toucan accepts files in the following formats:

InDesign, Illustrator, Photoshop, Quark Express, TIFF, EPS, PDF (Print Quality), JPEG (Max Quality)

### **Hardcopy**

Please supply a hardcopy of final artwork layout. Without this we accept no responsibility if any fonts or images etc. are missing.

### **File Organisation**

Keep all your related files together in a single folder. Do not supply files that are not used in your artwork. Please make sure all linked files are updated.

### **Visible Area - Panoramas & Displays**

The end panels of panorama pop-ups and 3D displays are not fully visible from directly in front of the stand - Please allow for this in your design and ensure all key information is in the central area of the artwork - Full details of this are given on the specification sheets.

### **Delivery of Artwork**

We accept artwork via CD, DVD, & email (email attachments should not exceed 5Mb).

For larger files please use our ftp site - Please call us for details.

**When files have been placed on this ftp site please advise [graphics@toucan.com.au](mailto:graphics@toucan.com.au) that they have been uploaded.**

### **Any Questions?**

Please call us. We are always ready to make your life a little easier.

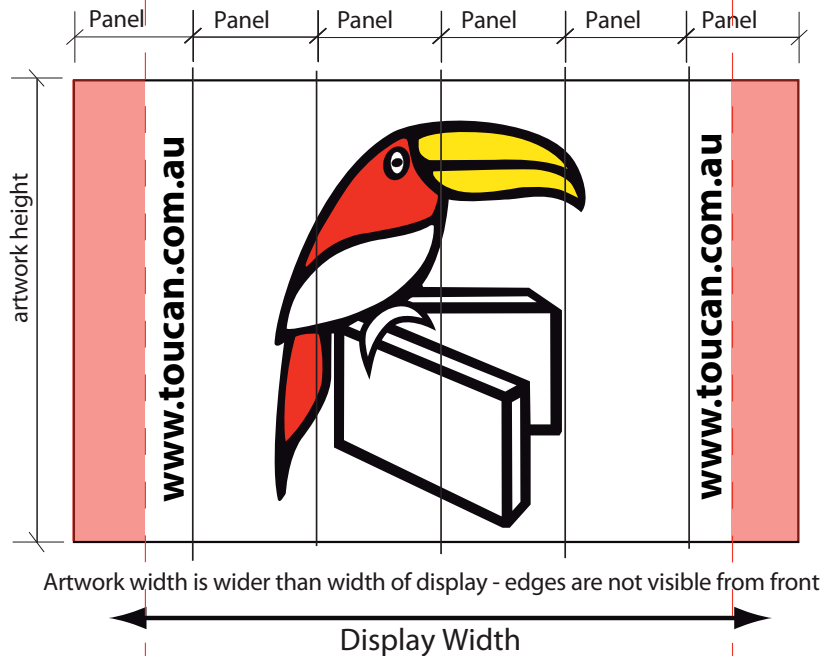
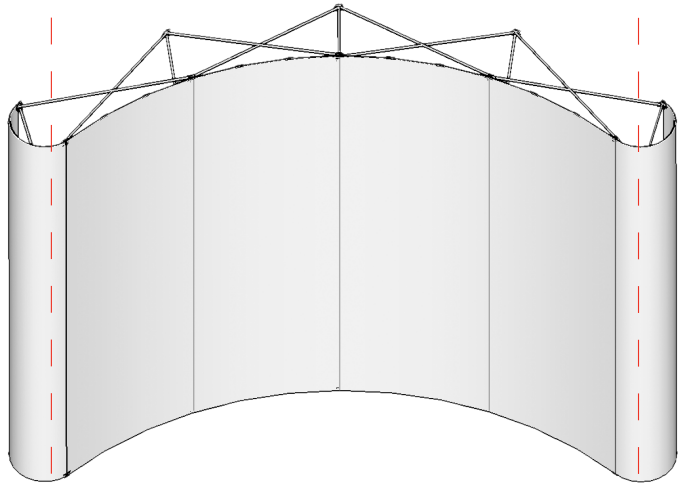
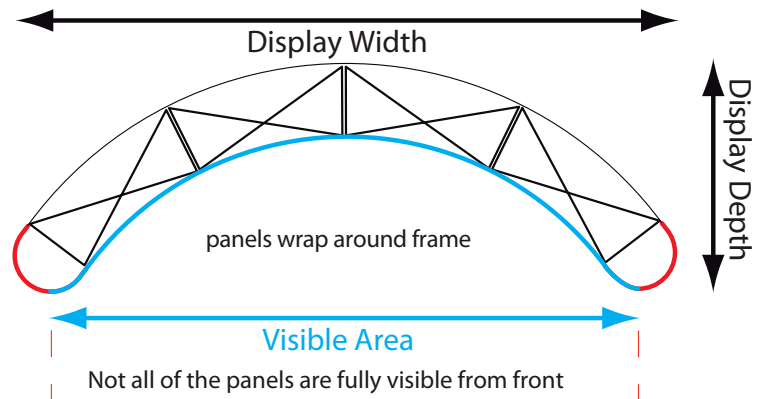
**CAUTION!**

**Consider the Visible Area**

Up to 60% of the end panels of a panorama display may not be directly visible when standing in front of the stand.

When designing for end panels remember that they wrap to the back of the frame and are only 40% visible from directly in front of the stand.

Please take this into consideration when placing graphics, images and key text.



**Shaded area is not visible from front  
Avoid placing important graphics  
and text at edges of artwork.**