

MOTORWAY 12x4

TECHNICAL REQUIREMENTS

PAPER MATERIAL

Visible format: 12 000 x 4 000 mm

Print format: 12 000 x 4 000 mm

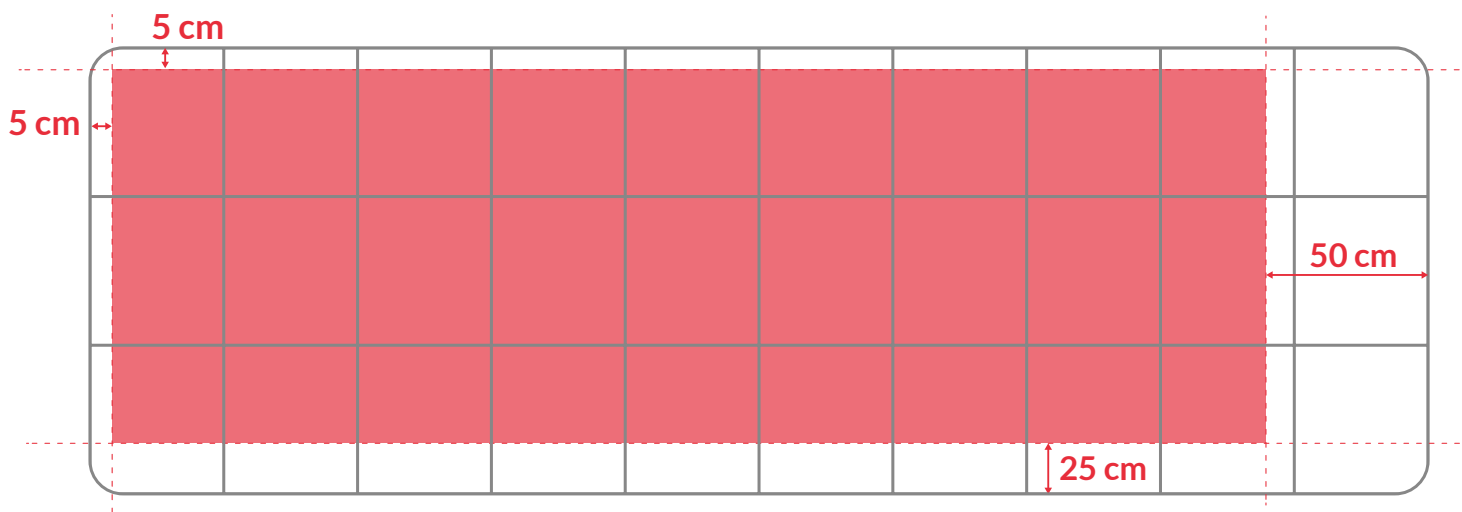
When designing artwork the characteristics of a paper poster should be remembered – it is an elastic material. Its stretch, depending on the quality, density, ambient temperature, fibre direction, ambient humidity, may reach up to 6%.

Therefore, maintain margins of:

- from left side: 5 cm
- from top side: 5 cm
- from right side: 50 cm
- from down side: 25 cm

The margins and the safe area are shown in the illustration below, which is deliberately redrawn and not to scale. Make sure to place important elements (logo, text, etc.) within the safe area, not in the margin field. We do not guarantee the legibility of the displayed poster if the design ignores the margins.

The dimensions are provided at a 1:1 scale.



1. For 1:10 scale the file resolution should be ca. 400 dpi.
2. Mode: CMYK.
3. File save format: TIFF, TIF lub PDF.
4. When using a photo in a project, do not artificially upscale its resolution.
5. The materials can be compressed.
6. The materials must be delivered with a test print (cromalin, matchprint). The lack of a test print shall imply the acceptance of the standard colour parameters of the printing machine used for the Client's project.
7. **Attach a preview file (in .jpg or .png format, not exceeding 1MB) to the production file.**

NOTICE: Motorway features rounded edges with a diameter of 33 cm (except build no.: 229, 269, 302, 401, 407, 417, 418).