

ARTWORK GUIDELINES

The Netherlands

To minimise problems, please adhere to the following guidelines. Artwork produced outside of these specifications may be subject to extra charges and delay production.

ARTWORK SPECIFICATIONS

- All artwork should be supplied in PDF format.
- Please ensure that all logos, text and important aspects of the creative are within the Safe Areas provided. This will avoid the risk of your artwork being cut off or hidden behind frames.
- All artwork should be CMYK, any solid black should be made out of 100% black with 40% cyan.
- When possible, artwork should be supplied with all fonts outlined to minimise font conflicts.
- Please supply high-res artwork (150-300dpi).
- Please supply files no larger than 100MB.
- Always incorporate the correct amount of bleed into your job.

Please note:

If your artwork contains any 'overprint' or 'transparency' commands we will print as supplied (when viewing the PDF please use an application that supports these features).

GIVE US A SHOUT FOR MORE GUIDANCE

+31 (0)20 261 7637

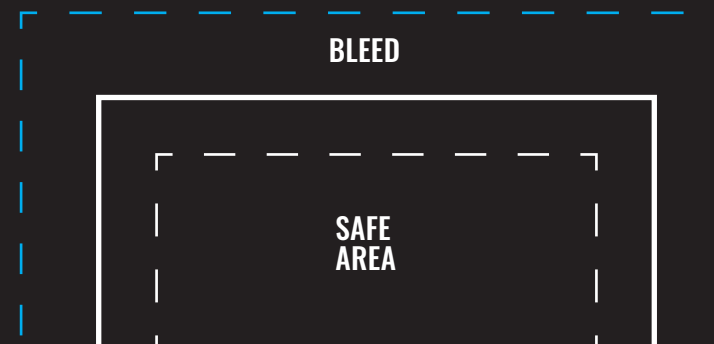
info@stadsbehang.com



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SUPPLYING ARTWORK

- All artwork is required upon given due date. Artwork received after due date may lead to extra charges in order to meet live date.
- Please hand in separate PDF files for each creative, and for each format.
- For multiple creatives, when relevant supply a clear directions sheet with clustering instructions.
- Clearly name your files or folders. File names contain at least your company name, the format type (B2, 4-S, P-UP, A1, etc.) and serial number if more than one creative is sent.
- Files can be sent via Wetransfer or similar platforms, or supply us your FTP link, username and password to retrieve the files.

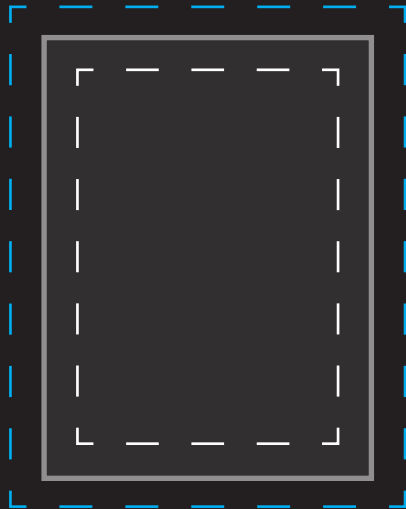


ARTWORK GUIDELINES

Wild Posting formats



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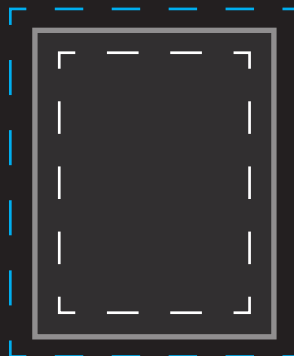
B1

Poster Size: 700mm x 1000mm

Bleed: 3mm on all sides

File Size + Bleed: 706mm x 1006mm

Safe Area: 50mm from edge



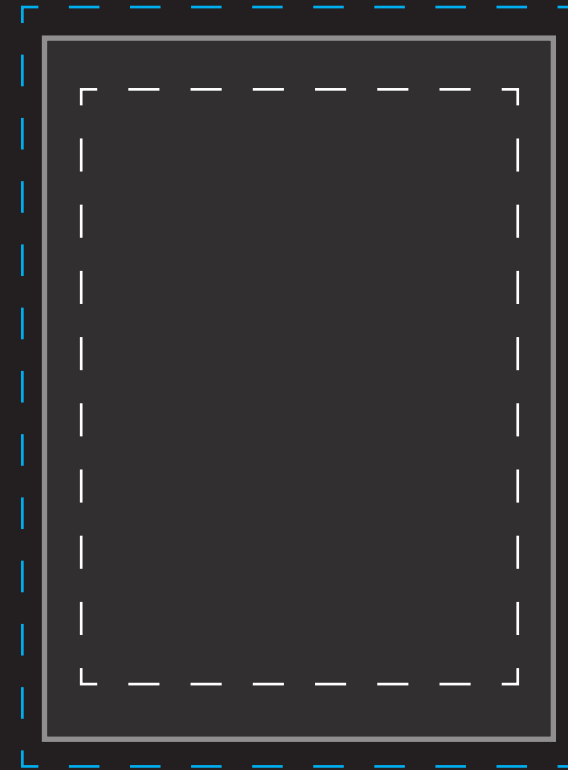
A2

Poster Size: 420mm x 594mm

Bleed: 3mm on all sides

File Size + Bleed: 426mm x 600mm

Safe Area: 40mm from edge



ABRI

Poster Size: 1189mm x 1750mm

Bleed: 3mm on all sides

File Size + Bleed: 1195mm x 1756mm

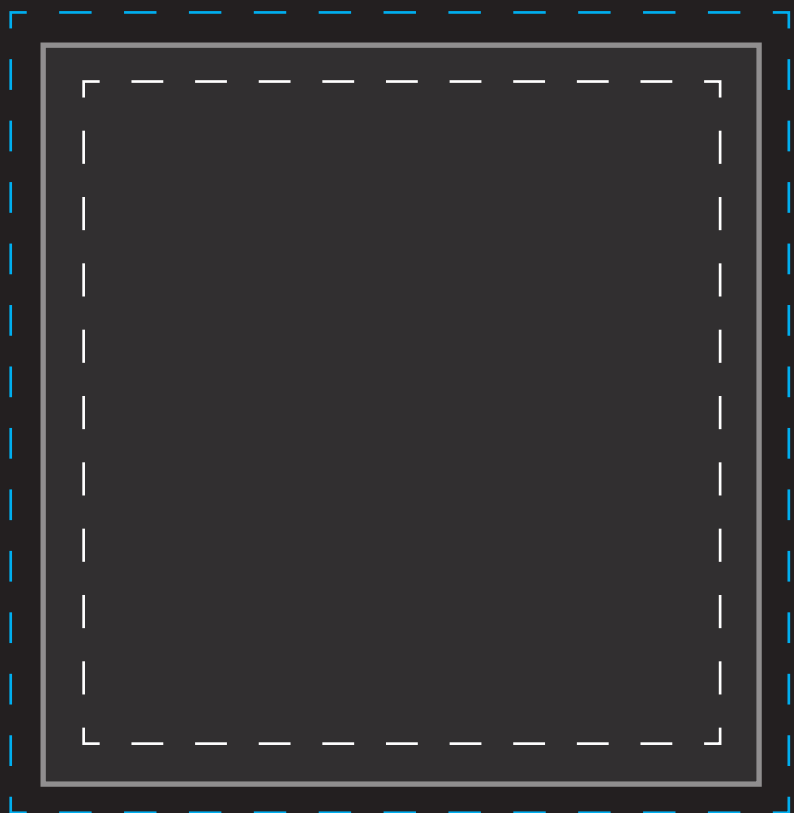
Safe Area: 50mm from edge

ARTWORK GUIDELINES

Wild Posting formats



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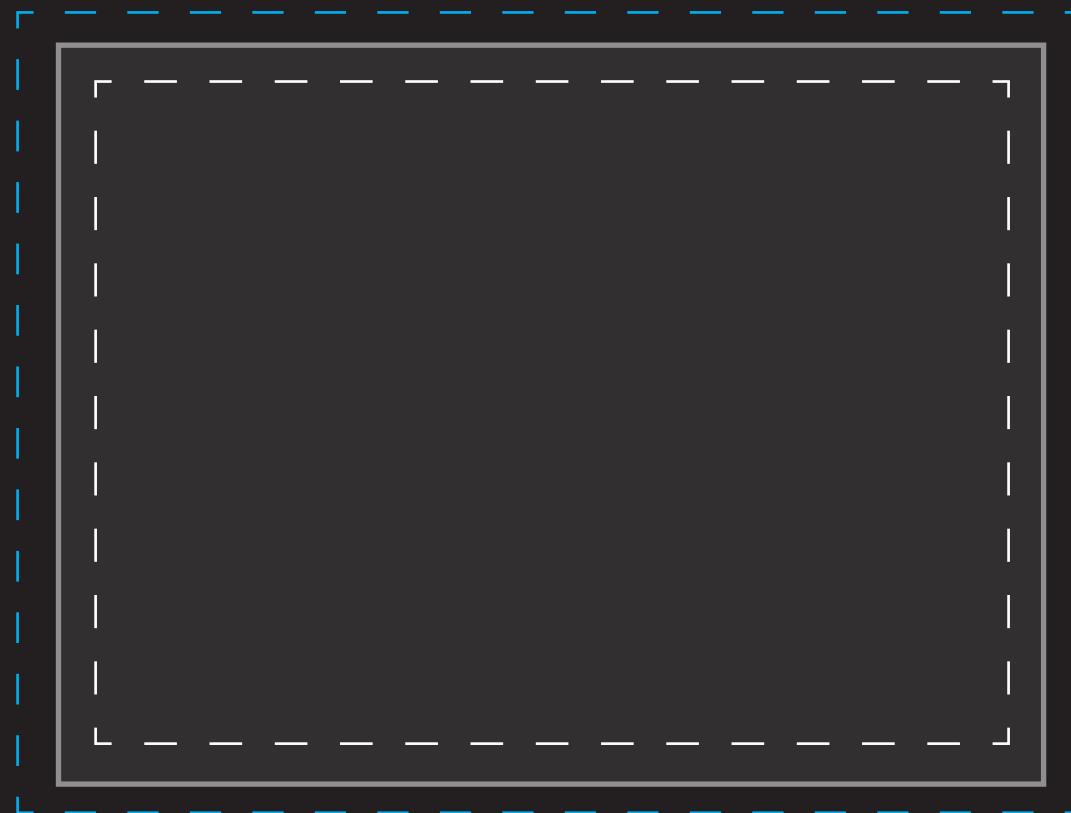
XL

Poster Size: 2000mm x 2000mm

Bleed: 3mm on all sides

File Size + Bleed: 2006mm x 2006mm

Safe Area: 50mm from edge



XXL

Poster Size: 3000mm x 2000mm

Bleed: 3mm on all sides

File Size + Bleed: 3006mm x 2006mm

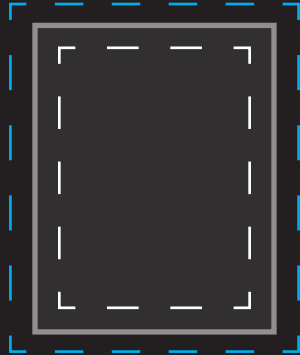
Safe Area: 50mm from edge

ARTWORK GUIDELINES

Poster Frame formats



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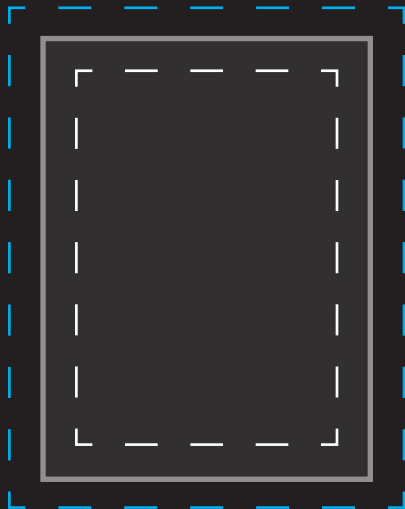
A2

Poster Size: 420mm x 594mm

Bleed: 3mm on all sides

File Size + Bleed: 426mm x 600mm

Safe Area: 40mm from edge



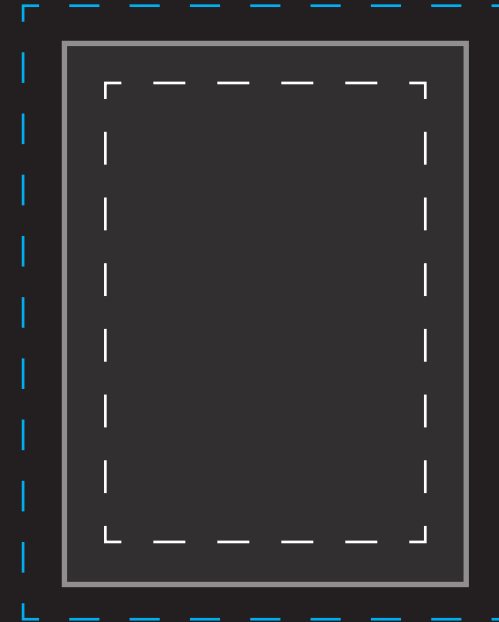
A1

Poster Size: 594mm x 840mm

Bleed: 3mm on all sides

File Size + Bleed: 600mm x 846mm

Safe Area: 50mm from edge



A0

Poster Size: 840mm x 1189mm

Bleed: 3mm on all sides

File Size + Bleed: 846mm x 1195mm

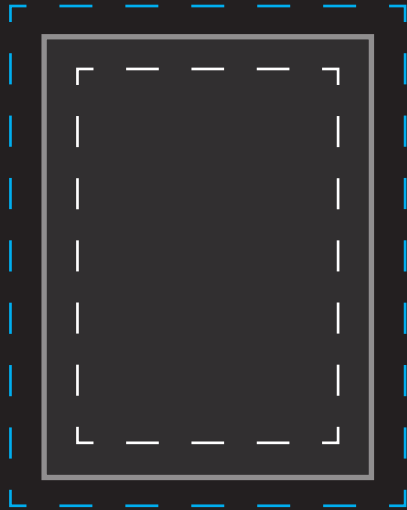
Safe Area: 50mm from edge

ARTWORK GUIDELINES

Stickers & Paste-ups



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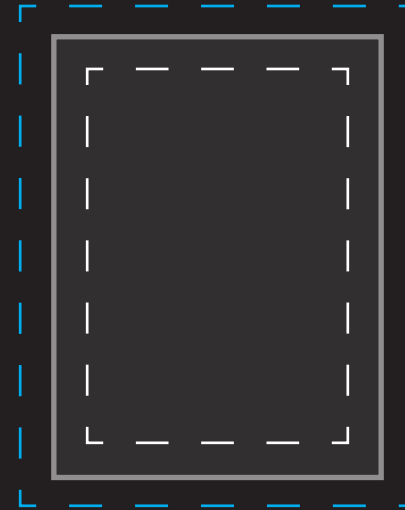
A5

Sticker Size: 148mm x 210mm

Bleed: 3mm on all sides

File Size + Bleed: 154mm x 216mm

Safe Area: 3mm from edge



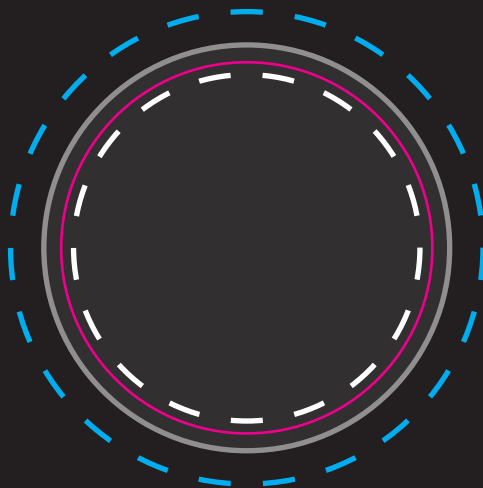
Custom Size

Sticker Size: Custom

Bleed: 3mm on all sides

File Size + Bleed: Custom

Safe Area: 3mm from edge



Round/Oval/Custom shape

Sticker Size: Custom

Bleed: 3mm on all sides

File Size + Bleed: Custom

Safe Area: 3mm from edge

IMPORTANT SUPPLY NOTE FOR CUSTOM SHAPES

Sticker artwork with custom shapes should have a line to indicate the cut. Please do this by outlining the desired shape with a spot color. The spot color should have CMYK value 0/100/0/0 (100% magenta). Name it "Kisscut" and set it to overprint.

Always provide sufficient cutting margin in your file, 3 mm for stickers and 10mm for Paste-ups.

ARTWORK GUIDELINES

Special Pillars



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SMALL PILLAR

Pillar Size: 5860mm x 3250mm

Bleed: **3mm** on all sides

File Size + Bleed (10% of actual scale): 606mm x 325mm

Safe Area: 3mm from edge and 20mm on the left side of the artwork. This is to account for the overlap.

BIG PILLAR

Pillar Size: 6180mm x 3340mm

Bleed: **3mm** on all sides

File Size + Bleed (10% of actual scale): 638mm x 334mm

Safe Area: 3mm from edge and 20mm on the left side of the artwork. This is to account for the overlap.

ARTWORK GUIDELINES

Graffiti Stencil



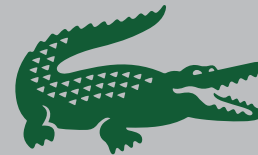
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- All artwork should be in black & white.
- Your design/image/logo should be created in high contrast, and exported in black & white: black will be cut out and be visible when sprayed.
- Supply your design on a 1:1 scale.
- Your design should be able to fit within a framework of 1 by 1 meter (1m2) unless otherwise agreed upon in advance.
- All artwork should be vectorized and outlined to avoid problems with missing fonts etc.
- Create bridges (>3-5 mm wide) for any 'islands'/ parts that otherwise would be lost or fall out when being cut out (see top right example).
- Avoid tiny details as they won't be visible.
- If your design has multiple color layers, we'll need to produce a separate stencil for each color (see bottom right example)

LOGO



LOGO



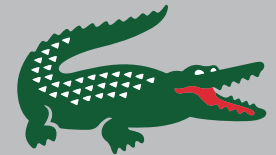
STENCIL 1



STENCIL 1

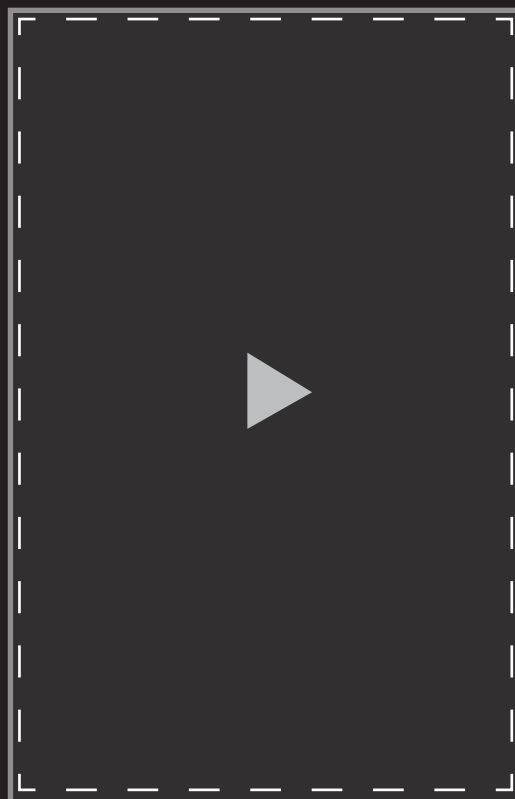


STENCIL 1



END RESULT

ARTWORK GUIDELINES



STATIC

File type: JPG/PNG

Most common dimensions: 1080x1920

Maximum file size: 2,5MB

FULL MOTION VIDEO (short)

File type: MP4

Most common dimensions: 1080x1920

Duration: 6 seconds

Maximum file size: 25MB

FULL MOTION VIDEO (long)

File type: MP4

Most common dimensions: 1080x1920

Duration: 10 seconds

Maximum file size: 25MB