

Design Specifications & Considerations

Design considerations

Customised banners can be beneficial to the sales process when they feature

- a) branding
- b) benefits
- c) point of difference
- d) sales messages (consistent with existing advertising point of sale etc.)

1. Should be readable at 25 - 30 meters
2. Colours should attract attention.
3. The overall quality of the banner should enhance both the vehicle and the yard.

Spot Colour Process – Banners work best in Spot Colour and they will last 4 times longer

Dimensions

Standard banner size is 880mm (wide) x 410mm (high)
Any size smaller than 880mm x 584mm can be achieved.

Colours

Provide a 'spec' indicating PMS colours used

Fonts

Include all fonts, or make sure all text is converted to outline or rasterised, so a font doesn't need to be attached.

Formats

Almost all formats are acceptable. PDF, JPG, AI, TIFF, EPS, PNG etc.
(Corel, Illustrator, Freehand)

Turnaround period

Allow 4 weeks for a turnaround period. (This is often less)

4 Colour Process

Dimensions

Standard banner size is 880mm (wide) x 410mm (high)
Any size smaller than 880mm x 584mm can be achieved.

Resolution

55dpi – (colour variations can occur if this is incorrect).

Colours

Provide a print out, (hard copy) of the banner or sign as close to colour perfect as possible in order to colour match.

Fonts

Include all fonts, or make sure all text is converted to outline or rasterised, so a font doesn't need to be attached.

Formats

Almost all formats are acceptable. PDF, JPG, AI, TIFF, EPS, PNG etc.
(Corel, Illustrator, Freehand)

Delivery of file and printout

Provide the original artwork on a CD and print out and send to PO Box 78365, Grey Lynn, Auckland.
Alternatively you can send via email to graham@autosignz.co.nz (files must be under 5mb to be emailed), but remember to also send a hard copy to the above address as well.

Turnaround period

Allow 4 weeks for a turnaround period. (This is often less)

Quotes

**Any file format is satisfactory via email for quotes and spot colour designs.
All quotes and designs are free of any charge.**