

Large-format artwork guide

Banners, boards, windows and exhibitions

This guide helps you prepare a clearer brief and a more reliable production file. Use the agreed job specification for final dimensions, finishing and colour targets.

Design for viewing distance

A roadside or exhibition graphic needs a strong headline and a simple next action. Make the hierarchy clear from several metres away before adding detail. Test the artwork at reduced scale from a comparable distance; do not judge only at 200% zoom.

Set size and scale

State the finished dimensions in millimetres. If designing at a reduced scale, communicate the scale explicitly and recalculate effective image resolution. Keep text and logos as vectors. Confirm whether the RIP will scale the supplied PDF or whether the file must be supplied full size.

Allow for hardware

Roller banners lose an area inside the cassette. PVC banners may need hems and eyelets. Boards can need drilled holes, rails or a frame. Window graphics need an inside/outside application decision and may require a mirror image. Put critical content outside all hardware and finishing zones.

Choose the material by setting

Indoor, outdoor, short-term, long-term, backlit and high-touch displays call for different materials and laminates. Give the site conditions, expected display period, fixing method and any surface restrictions when asking for a quote.

Colour and proof

Large-format devices, inks and media have different gamuts and surface behaviour. Agree the target profile or proof for each material. For linked exhibition pieces, supply one brand reference and inspect a sample on the actual media if the match is important.

| Installation handover

Number panels clearly and show their order in a separate layout drawing. Confirm site access, wall measurements, obstacle positions and the responsible installer. Provide the final artwork version and installation date together.

Need a specification for your job?

Tell us the finished size, quantity, use and deadline. Call 01925 632717 or visit theprintcentrewarrington.co.uk/contact.