

DESIGN GUIDELINES

PRINT SIZING

Artworks must be created to the sizes given:

Outdoor:

Roadside boards	1200mm (w) x 1800mm (h)
Event boards	3000mm (w) x 1500mm (h)
Lamppost banners*	600mm (w) x 1500mm (h)

* Require a 75mm bleed at both the top and the bottom and 3mm at both sides.

Roundabout:

A – Sponsor advert size	1500mm (w) x 475mm (h)
B – Sponsor advert size	1300mm (w) x 430mm (h)
C – Sponsor advert size	1000mm (w) x 355mm (h)

Bus Station:

4 sheet poster site	1016mm (w) x 1524mm (h)
Waiting area vinyl	1200mm (w) x 1200mm (h)
Bay vinyls (bay 1,2,3,6,7,10,11,14,15,18,19)	1260mm (w) x 2570mm (h)
Bay vinyls (bay 5,9,13,17,21,22)	1160mm (w) x 2570mm (h)
Exit panel banners	2400mm (w) x 930mm (h)
Exit door graphics	860mm (w) x 850mm (h)
Large banner graphic	7850mm (w) x 1700mm (h)

On-Site Posters:

Assembly Rooms and Chapel Street Car Park:

A0	841mm (w) x 1189mm (h)
6 Sheet	1800mm (w) x 1200mm (h)

Bold Lane Car Park:

Bespoke size	1230mm (w) x 890mm (h)
Bespoke size	890mm (w) x 1230mm (h)
A0	841mm (w) x 1189mm (h)

Additional Opportunities:

Park Banners	3000mm (w) x 1000mm (h)
	2000mm (w) x 750mm (h)

ARTWORK RESTRICTIONS

- Roadside and Event Boards: minimum 'x' height of letters is 60mm (lower and upper case).
- Roundabouts: minimum 'x' height of letters is 50mm (lower and upper case).
- All artwork is checked and will be rejected if lettering does not meet the minimum height.
- Text height restrictions apply to Roadside and Event Boards and Roundabouts only.

DISPLAY AREA

- Keep all important text and images within the display area.
- We would recommend you use a maximum of 10 words.
- The font must be clear and readable.
- Be mindful of the size of your logo, make sure it's large enough to be seen.
- Do not put any directional arrows on your artwork (not applicable in the bus station).
- Make sure there is enough contrast between text colour and background colour for it to be easily read.
- All artwork is approved against these guidelines.

ARTWORK REQUIREMENTS

- Please convert all RGB files to CMYK.
- All images must be hi-resolution, no less than 300dpi.
- All text must be created as outlines.
- All Pantone references must be specified.
- The artwork must be created to the sizes given and include 3mm of 'bleed' all round, unless otherwise stated.

DIGITAL ARTWORK ONLY

Content	Please be aware of accessibility requirements. Remember ads will be viewed on multiple types of devices. Suggest max of 8 words on creative.
Creative dimensions	Homepage advert 1114 (w) x 276 (h) pixels Right column advert 676 (w) x 546 (h) pixels Ad will be scaled down.
File type	JPG
File format	RGB
Alt text	Please provide wording for alt text. Alt text describes the image/ad for visually impaired users using a screen reader.
Artwork deadlines	Artwork is required 5 working days before start date

We reserve the right to ask for changes to artwork and edit alt text to align with our website requirements.

FINISHED ARTWORK

- All artworks for print must be supplied as a print ready PDF.
- All artwork for screens and web must be provided as a hi-resolution JPEG, no less than 300dpi.

ARTWORK DEADLINE AND DELIVERY ADDRESS

- Artworks must be with received by the design deadline date specified.
- Please send the artwork to advertise@derby.gov.uk, clearly stating the name of the advertiser and reference number.

If you have any questions or need more information, please contact advertise@derby.gov.uk or call **01332 643427**