# DESIGN GUIDELINES

# Artwork Specification

- File types: JPEG, TIFF, BMP, PSD or PNG

- Vector graphics: EPS, CDR, AI or PDF

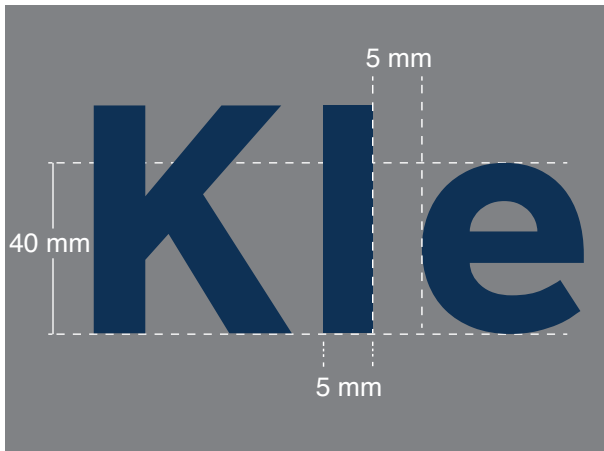- Design artwork should be set up at actual size at a 1:1 scale

# Colour Selection

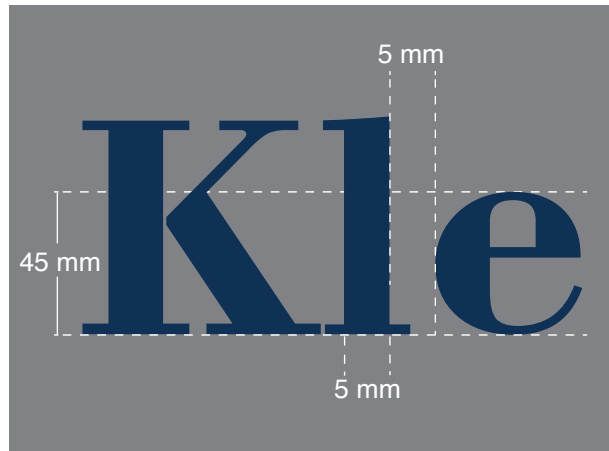Please ensure colours in design conform to one of the following:

- Standard Colours

- RGB (1998) Colours

- Pantone Formula Guide (Coated/Uncoated)

- RAL Classic

- HKS

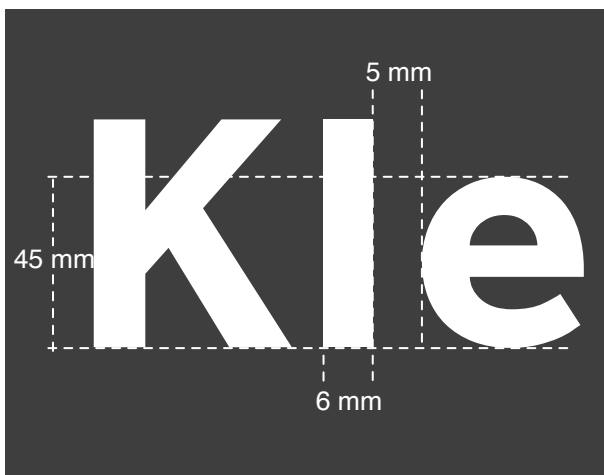# Minimum Text Size

## Coloured letters

**Kle**

5 mm

40 mm

5 mm

Sans-Serif Fonts

**Kle**

5 mm

45 mm

5 mm

Scripts & Serif Fonts

## White letters on a dark background

**Kle**

5 mm

45 mm

6 mm

Sans-Serif Fonts

**Kle**

5 mm

45 mm

6 mm
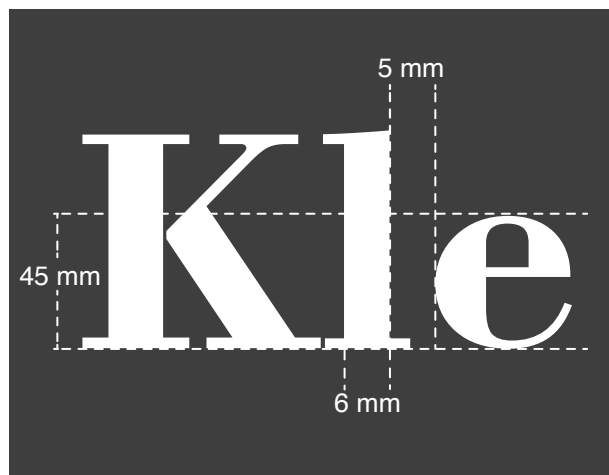
Scripts & Serif Fonts

# Minimum Line Thickness

## Light Backgrounds

All line thicknesses must be kept above a minimum of 5 mm or more.

5 mm

## Dark Backgrounds

All line thicknesses must be kept above a minimum of 6 mm or more.

6 mm

# Colour Contrast

## Blues & Grays

| | 629 | 630 | 631 | 632 | 654 | 665 | 666 |
|---|---|---|---|---|---|---|---|
| 613 | good contrast | good contrast | poor contrast | poor contrast | good contrast | good contrast | good contrast |
| 614 | poor contrast | poor contrast | good contrast | good contrast | poor contrast | poor contrast | poor contrast |
| 615 | good contrast | poor contrast | poor contrast | good contrast | poor contrast | good contrast | poor contrast |
| 624 | poor contrast | poor contrast | good contrast | good contrast | poor contrast | poor contrast | poor contrast |
| 637 | good contrast | poor contrast | poor contrast | good contrast | poor contrast | good contrast | poor contrast |
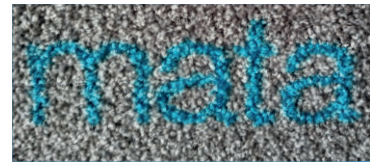




## Green & Grays

| | 629 | 630 | 631 | 632 | 654 | 665 | 666 |
|---|---|---|---|---|---|---|---|
| 617 | good contrast | poor contrast | poor contrast | poor contrast | poor contrast | good contrast | good contrast |
| 618 | poor contrast | good contrast | good contrast | good contrast | good contrast | poor contrast | poor contrast |
| 619 | good contrast | poor contrast | poor contrast | poor contrast | poor contrast | good contrast | good contrast |
| 620 | good contrast | poor contrast | poor contrast | good contrast | poor contrast | good contrast | poor contrast |
| 640 | good contrast | poor contrast | poor contrast | poor contrast | poor contrast | good contrast | good contrast |
| 621 | good contrast | poor contrast | poor contrast | good contrast | poor contrast | good contrast | poor contrast |





## Similar Colour Combinations, for example:

| | 602 | 603 | 642 | 646 | 650 | 660 | 664 |
|---|---|---|---|---|---|---|---|
| 601 | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast |

| | 604 | 606 | 607 | 639 | 645 | 652 | 661 |
|---|---|---|---|---|---|---|---|
| 605 | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast |

| | 615 | 617 | 619 | 637 | 640 | 641 | 655 |
|---|---|---|---|---|---|---|---|
| 620 | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast | poor contrast |

## Please Note
• Thoroughly check contrasts with colour swatches before placing your order.

# Points to Consider

## Please Do...



50 mm

50 mm

Keep important elements (such as logos)
at least 50 mm from the edge of the mat

50 mm

50 mm
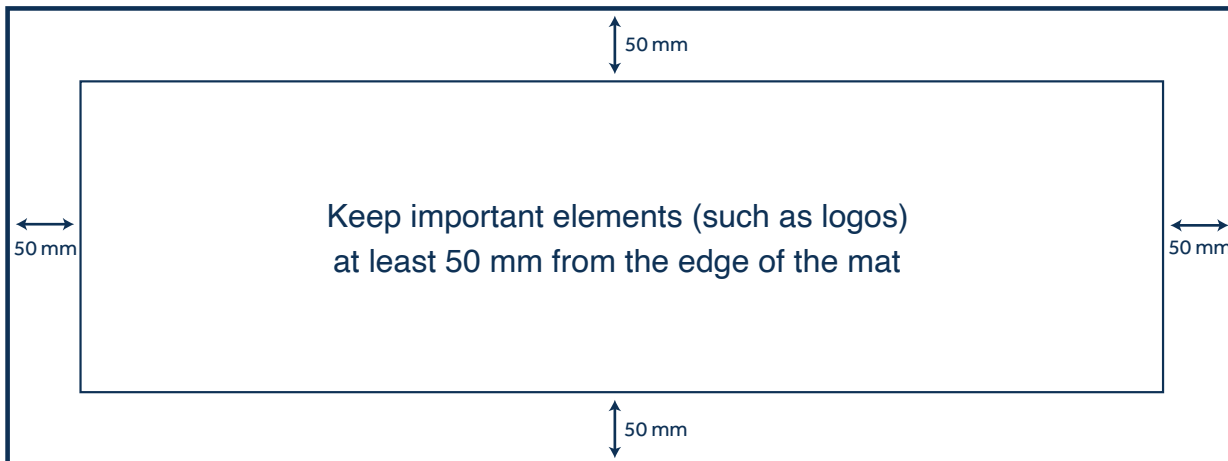
## Please Do Not Use...
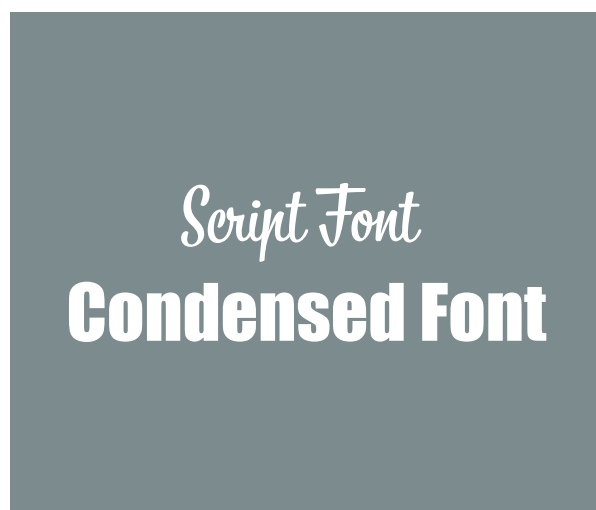


### Watermarked Stock Images

We will not be able to create designs from
artwork with watermarked images. Failure
to adhere will result in rejected artwork.



### Complex Patterns



| | |
|---|---|
| 612 | **Bad Example** |
| 614 | **Bad Example** |
| 620 | **Bad Example** |
| 622 | **Bad Example** |
| 624 | **Bad Example** |
| 634 | **Bad Example** |

### Weak Colour Combinations

*Script Font*

**Condensed Font**

### Script or Condensed Fonts

Colours are subject to commercial tolerance | Please note we are printing on fabric not on plain paper