M|M|G

@MMediaGroup

STREET ART
Artwork Specification

ARTWORK & DELIVERY SPECIFICATION

Design Formats

Please create and save as your artwork as a vector graphic, with a stencil size of 75cm x 75cm or 100cm x 50cm. Please aim to have letters between 5cm and 8cm in height.

AI fonts should be outlined, and the file format needs to be CS3 .ai, .EPS 8/10 file or .CDR 11.

Designing artwork for stencil advertising has limitations compared with traditional print designs, the designs need to be simple and clear. Please also consider that your target audience will most likely be reading this on the move, so the information must be concise. Additionally, we have to be careful that paint does not bleed into elements by ensuring sufficient spacing between letters and graphics.

Please review the information below to learn more about the anatomy and terminology of a stencil used on the next page.

Please deliver artwork to artwork@mmediagroup.co.uk at least 7 working days before your campaign start date. Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.

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Safety Border
The safety border is the minimum distance you should have from the cut-out and the border, this is not specific in terms of measure, it relates to the distance you should calculate in order to avoid any leak outside of the cut-out hole.
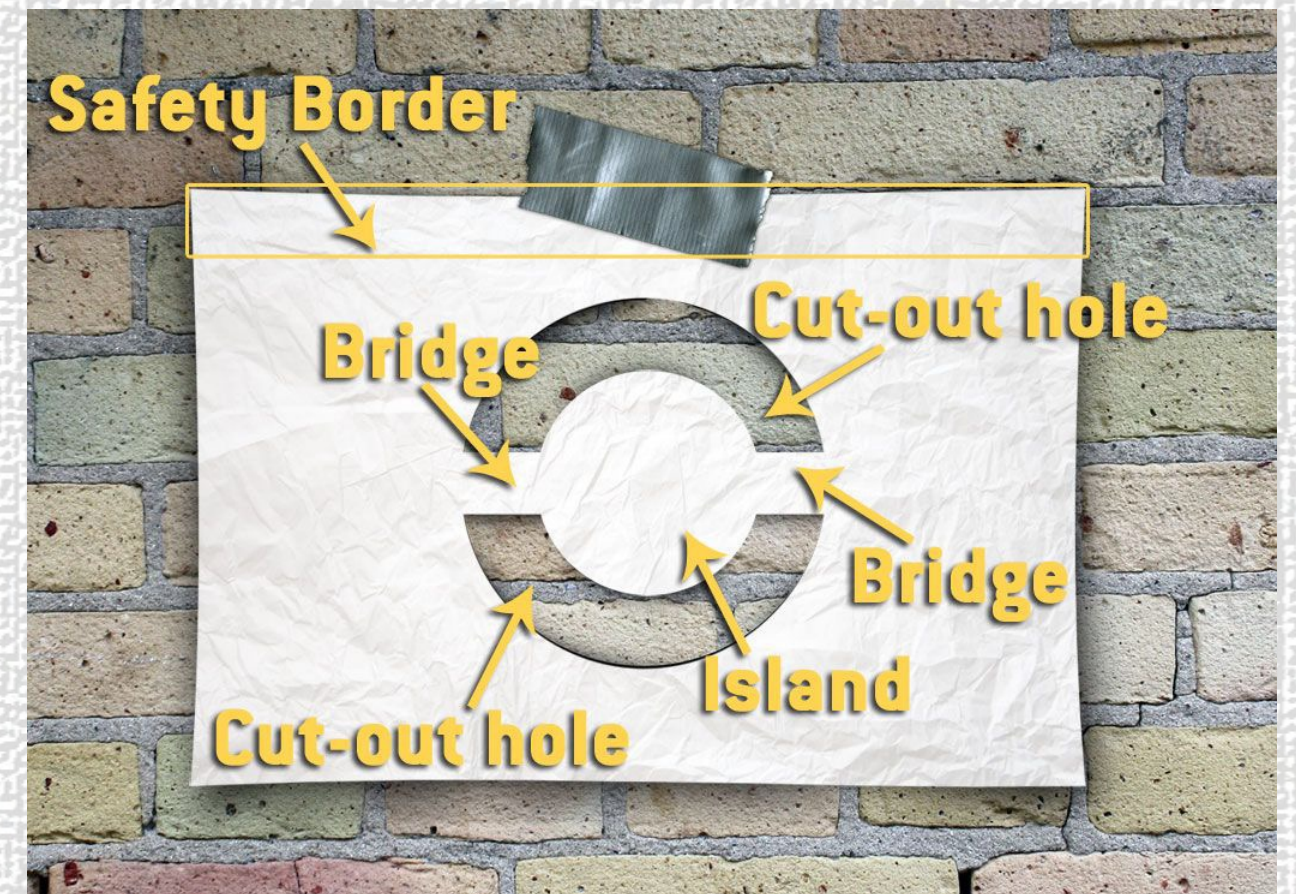
Island
Islands are the independent parts inside of a cut-out hole, shapes cannot float, and this where bridges are required.

Bridges
These are the ligatures that allow the island to exist on the cut-out hole.

Cut-out hole
This is where we will spray with either water or paint depending on the service chosen for each campaign.

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In Summary:

- Keep your message clear and bold.

- Aim to have letters between 5cm and 8cm in height.

- Apply extra kerning to the typography.

- We require at least 72 hours to produce your stencil.

- You can order multiple stencils if you wish.

- You must give us notice prior to your campaign if you wish to keep your stencil for future campaigns.

ADVERTISING THAT LEARNS

rocketfuel

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Thank You

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