# Artwork Specification

Print posters and portrait digital screens

## POSTERS: A3 AND A2

**Print-ready PDF, preferably exported as PDF/X-1a:2001.** Supply in CMYK using the FOGRA39 / ISO Coated v2 colour profile, with 3mm bleed. Raster images must be at least 300ppi at their final placed size. Vector artwork is preferred for text, logos and illustrations.

### Poster sizes

| Size | Trim size | Including 3mm bleed |
|---|---|---|
| A3 | 297 × 420mm | 303 × 426mm |
| A2 | 420 × 594mm | 426 × 600mm |

### File preparation

| | |
|---|---|
| **Preferred file format** | Print-ready PDF |
| **Preferred export standard** | PDF/X-1a:2001 |
| **Colour mode** | CMYK |
| **ICC colour profile** | FOGRA39 / ISO Coated v2 |
| **Raster images** | Minimum 300ppi at final placed size |
| **Text, logos and illustrations** | Vector artwork preferred |
| **Fonts** | Embed all fonts or convert them to outlines |
| **Bleed** | 3mm on every edge |
| **Crop marks** | Preferred, but not essential at correct full-bleed dimensions |
| **Print stock** | 150gsm high-gloss paper |

**Supply each poster design as its own separate PDF unless agreed otherwise.**

### Raster and vector artwork

All photographs, textures and other raster elements must be at least 300ppi at their final placed size. Text, logos, QR codes and illustrations should be supplied as vector artwork wherever possible. Changing a low-resolution image to 300ppi without replacing the original image will not improve its print quality.

### Poster safe area

Poster frames may overlap the printed edge by approximately 10-15mm. Keep all headlines, logos, QR codes, calls to action and other important content at least 25mm inside the trim edge.

- Avoid thin borders and edge-dependent designs.
- Do not position important details against the trim.
- Extend backgrounds fully through the 3mm bleed area.

## COLOUR PREPARATION FOR PRINT

Printed artwork and digital screen artwork use different colour systems and should be supplied as separate production files.

Poster artwork must be prepared in **CMYK using FOGRA39 / ISO Coated v2**. Digital screen artwork should be supplied in **RGB, preferably sRGB**.

Do not use an RGB screen export as the final print file. RGB artwork will need to be converted to CMYK before printing, which can cause visible colour changes.

Dark and heavily saturated colours can reproduce darker on paper than they appear on a backlit screen. Subtle detail within very dark backgrounds may also become less visible in print.

### Where brand colour reproduction is important:

- Use the brand's approved print CMYK values where available.
- Convert and soft-proof against FOGRA39 / ISO Coated v2.
- Check that detail remains visible after CMYK conversion.
- Tell Grassroot Media before the full print run if close colour reproduction is important.
- Allow time for a test print where one is considered necessary.

An on-screen PDF proof cannot guarantee an exact match to the finished printed colour. Pantone or other spot colours will normally be converted to CMYK unless specialist printing has been agreed in advance.

## DIGITAL SCREEN SPECIFICATION

| | |
|---|---|
| **Orientation** | Portrait, 9:16 |
| **Dimensions** | 1080 × 1920 pixels |
| **Colour mode** | RGB, preferably sRGB |
| **Standard duration** | 10 seconds |
| **Accepted formats** | JPG, PNG or MP4 |
| **Video encoding** | H.264, maximum 30fps and 20MB |
| **Audio** | Not supported |

### Separate production files

Screen artwork and print artwork should be exported separately. Do not convert the CMYK print PDF into the screen file or use the RGB screen file as the print master.

### Essential screen checks

- Use large type, strong contrast and a clear visual hierarchy.
- Keep the key message understandable without sound.
- Check names, dates, times, prices, QR codes and calls to action before supply.

### Supplying artwork

Send finished files to your Grassroot Media contact. Where needed, ask about adaptation, visual mock-ups, test prints or practical feedback before launch.