

DESIGN GUIDELINES AND SPECS

255 MAIN STREET – EAST WALL



Supported Programs:

Photoshop CS3, CS4, QUARK 8

Acceptable File Formats:

JPEG, TIFF, PDF, EPS

General Design Guidelines:

WORCESTER SIGN CO. Prints full color vinyl for clients

Please follow the guidelines if having Worcester Sign Co. print your vinyl.

1000 Sq. Ft.	
COPY SIZE: (Actual Finished size)	25 Feet H X 40 Feet W (Actual Finished size)
<u>DESIGN CANVAS SIZE</u> (includes bleeds for finishing)	<u>26 inch. H X 41 inch. W</u> (accounts for ½" on each side for bleed & finishing)

800 Sq Ft	
COPY SIZE: (Actual Finished size)	20 Feet H X 40 Feet W (Actual Finished size)
<u>DESIGN CANVAS SIZE</u> (includes bleeds for finishing)	<u>21 inch. H X 41 inch. W</u> (accounts for ½" on each side for bleed & finishing)

1000 Sq. Ft.	
COPY SIZE: (Actual Finished size)	22 Feet H X 45.5 Feet W (Actual Finished size)
<u>DESIGN CANVAS SIZE</u> (includes bleeds for finishing)	<u>23 inch. H X 46.5 inch. W</u> (accounts for ½" on each side for bleed & finishing)

1000 Sq Ft	
COPY SIZE: (Actual Finished size)	20 Feet H X 50 Feet W (Actual Finished size)
<u>DESIGN CANVAS SIZE</u> (includes bleeds for finishing)	<u>21 inch. H X 51 inch. W</u> (accounts for ½" on each side for bleed & finishing)

- Design in 300 dpi minimum, 600dpi preferred, CMYK, flattened JPEG's or TIFF's created in Photoshop or Quark are perfect. **Color Settings:** North American Prepress2
- Use High Resolution Photographs!
- Please account for pockets and grommets in your design by adding ½ inch to your canvas on each side of the design copy (i.e. ½" = ½'). Since this is a Wallscape application, **we bleed onto the pocket or finishing area and the copy size is the final size**, so make sure your bleed covers the pocket area, but be sure not to include any text or vital graphics around the pocket/ grommet zone or 'finishing area'. i.e. give yourself some room from the edge when designing.
- Design in 1/12 scale: **1 foot = 1inch** i.e. The 255 Main Street sign dimensions are 25'H x 40'W, So your design copy area should be 25"H x 40"W and your Canvas Area w/ bleed and finishing area will be 26"Hx 41"W.
- The reason for Adding 1/2" to each side of the copy area is to account for pockets and grommets. Often with wallscape applications, the copy size is the finished size; that means **your design can bleed onto all finished areas where desired**. But just be sure to not place vital elements such as text and images in the bleed area or around the edges.
- If Worcester Sign Co. Is designing your ad copy, then send us high resolution pictures or Layered .PSD Files. As well as high resolution CMYK Logos and artwork. There is a \$40 per Hour Graphic Design Fee.

Upload Artwork to:

<http://www.worcestersigns.com/upload-artwork>

Job Name: Combine your company name and other specific info, so it is easily identifiable

Please contact Worcester Sign Co. with any questions: 508-686-0996

FINISHING SPECS

(only applies to clients providing their own vinyl). Please tell your printer the following:

Final Size is Copy Size. We use cables to hang our Wallscapes. Reinforced webbing along the perimeter is required. Grommets spaced approx. every 2 feet. With grommets no closer than 2 inches from corners. i.e. no grommets on the exact corner. Grommets must be at least 2" (inches) from the corners.

NOTE: ONLY FINISHING SPECS APPLY TO CLIENTS WHO ARE PRINTING AND PROVIDING THEIR OWN VINYL.