

## Artwork cheat sheet

### Safe zone

Text and other important information should be placed inside the safe zone indicated by the purple line.

### Cut line

#### 30x40" (762x1016mm)

The black line indicates where your document will be trimmed down to its finished size.

### Bleed

#### 30x40" + bleed (772x1026mm)

To avoid the possibility of an unwanted white border, extend background elements beyond the cut line to the red line.

### Colours

CMYK colour mode should be used for your artwork and for all imported images.

