Artwork cheat sheet

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

Cut line
40x30" (1016x762mm)
The black line indicates where your document will be trimmed down to its finished size.

Bleed
40x30" + bleed (1026x772mm)
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.