



MAIL BOXES ETC.
#PeoplePossible

Get the best out of your large format prints by following these simple tips.

Fonts

As large format prints are quite large, you may think it doesn't matter which font you use, but as they are usually viewed from a distance, it's recommended to use a clean sans serif font for ease of reading as Serif and Script fonts may be hard to decipher when viewed from afar.

The KIS Principle

Large format printing is generally displayed in a high-traffic area where no-one has time to stop and read the fine print. The easiest way to get your message across in a short amount of time is to **Keep It Simple**. An eye-catching image with a catchy heading and a web address or phone number should do the trick.

Contrast

As mentioned above, large format prints are generally viewed from a distance and in high-traffic areas. So your message doesn't get lost, ensure your text is well contrasted to the background you use, whether it be an image, a gradient or a solid colour.

Supplying your artwork for print

Supplying your artwork correctly for a large format print is crucial to the final product being produced to a high standard.

Size

Setting up the correct sized artwork (including bleed - *more about that later*) for your final print ensures it will not be 'stretched to fit', will remain at a high quality, and print as designed.

Resolution

A file's resolution determines the quality of a print. Most print files are required to be at least 300dpi (dots per inch) ensuring all images are printed at a high quality. Depending on the size of your print, and how/where it will be viewed (eg. a billboard), it may be necessary to reduce the resolution to 150dpi to reduce the file size. *Speak to your printer for correct specifications for your job.*

Bleed

Bleed simply means that the artwork should be set up and supplied with a little extra space at the top, bottom and sides of the artwork. Any images or background colours should 'bleed' to the edge of the entire artwork so that when it is cut to the final size it doesn't leave a white border.

File Type

For the best quality file, it is recommended you supply a **PDF file** for large format printing. Ideally, artwork that includes high resolution images should be created using software such as InDesign, rather than Photoshop to produce the PDF. Using InDesign will ensure a much smaller file size and will include bleed if exported correctly.

For further information or design advice with your next large format print job, contact your local MBE store.



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