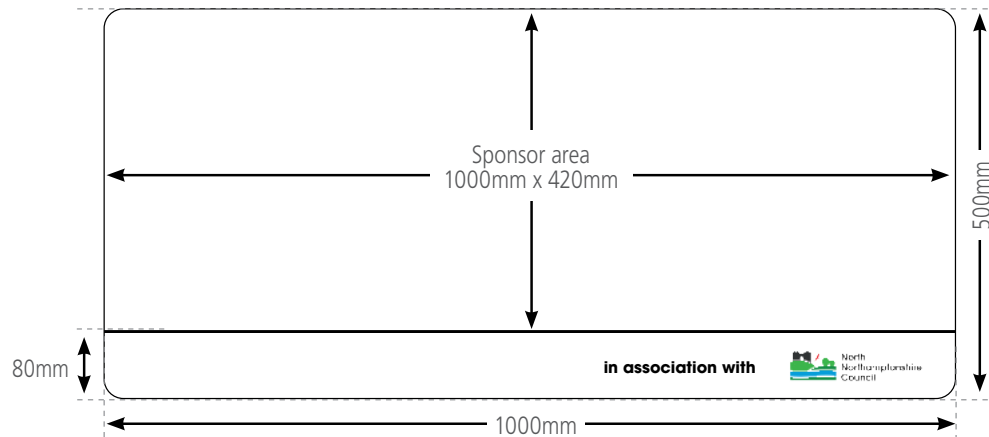


## SPECIFICATION SHEET

Roundabout Sign 1000mm x 500mm



### ARTWORK DETAILS

- Artwork should be supplied as a **high resolution PDF** file at 100% (**1000mm x 500mm**)
- Please ensure all **custom fonts are supplied with the document or outlined.**
- The overall sign size is **1000mm wide x 500mm high.** The background colour and graphics should fill this area.
- The sponsor area is **1000mm wide x 420mm high.** Do not put details close to this edge unless it is meant to be cropped. We recommend adding a **5mm bleed** all around.
- Final image resolution should be at least **150dpi at 100%.**
- Use **vector graphics** where possible to ensure optimum print quality.

### ARTWORK DETAILS

**The Roundabout artwork may have the following details:**

- Logo + business name + web address + strapline + telephone number. Please avoid using the www. in the web address. To reduce clutter and improve readability, we strongly advise you don't include all of the permitted elements on one sign.
- Address and location information are permitted.
- Please avoid using arrows or direction messages.
- Political/Religious messages, promotion of gambling, alcohol or tobacco and any content considered offensive or socially controversial, **WILL NOT be permitted.**
- Any artwork supplied **MUST NOT interfere with the Council's Brand Guidelines.**

**ALL ARTWORK IS SUBJECT TO COUNCIL APPROVAL.**