

DESIGN GUIDELINES

SIZING

Artworks must be created to the sizes given:

Outdoor:

Roadside boards	1200mm (w) x 1800mm (h)
Event boards	3000mm (w) x 1500mm (h)
Lamppost banners	600mm (w) x 1500mm (h)

Roundabout:

A – Sponsor advert size	1500mm (w) x 475mm (h)
B – Sponsor advert size	1300mm (w) x 430mm (h)
C – Sponsor advert size	1000mm (w) x 355mm (h)

Bus Station:

Bay vinyls (bay 1,2,3,6,7,10,11,14,15,18,19)	1260mm (w) x 2570mm (h)
Bay vinyls (bay 5,9,13,17,21,22)	1160mm (w) x 2570mm (h)
4 sheet poster site	1016mm (w) x 1524mm (h)
Graphic floor design (50mm bleed)	1145mm (w) x 1145mm (h)
Exit panel banners (Foamex)	2400mm (w) x 930mm (h)
Vinyl exit door graphics	860mm (w) x 850mm (h)
Large banner graphic	7850mm (w) x 1700mm (h)
Large printed frame	2400mm (w) x 1200mm (h)
Waiting area vinyl	1200mm (w) x 1200mm (h)
Double royal poster	635mm (w) x 1016mm (h)

ARTWORK RESTRICTIONS

- Roadside and Event Boards: minimum 'x' height of letters is 60mm (lower and upper case).
- Roundabouts: minimum 'x' height of letters is 50mm (lower and upper case).
- There are no text restrictions on Bus Station artwork.
- All artwork is checked and will be rejected if lettering does not meet the minimum height.



Derby City Council



ADVERTISING IN DERBY

DISPLAY AREA

- Keep all important text and images within the display area.
- We would recommend you use a maximum of 10 words.
- The font must be clear and readable.
- Be mindful of the size of your logo, make sure it's large enough to be seen.
- Do not put any directional arrows on your artwork.
- Make sure there is enough contrast between text colour and background colour for it to be easily read.
- All artwork is approved against these guidelines.

ARTWORK REQUIREMENTS

- Please convert all RGB files to CMYK.
- All images must be hi-resolution, no less than 300dpi.
- All text must be created as outlines.
- All Pantone references must be specified.
- The artwork must be created to the sizes given and include 3mm of 'bleed' all round.

FINISHED ARTWORK

- All artworks for print must be supplied as a print ready PDF.
- All artwork for screens and web must be provided as a hi-resolution JPEG, no less than 300dpi.

ARTWORK DEADLINE AND DELIVERY ADDRESS

- Artworks must be with received by the design deadline date specified.
- Please send the artwork to **advertise@derby.gov.uk**, clearly stating the name of the advertiser and reference number.

If you have any questions or need more information,
please contact **advertise@derby.gov.uk** or call **01332 643427**