

Poster

Deliverables

✓ Poster design

The standard poster size to use is 297 x 420 mm or 11 x 17 inch, depending the country the client is based. However, the client can request other sizes.

File formats



* If applicable

Create a clean file (with and without outlined texts for Adobe Illustrator files).

When images/pictures, illustrations, and/or icons are used in the design, make sure to upload these files separately as well. Ensure that the images/pictures (.jpg or .png files) have the right resolution and color profile.

Create two .pdf files. One with and one without trimmarks (3mm or 0,125 inch bleed). Also upload .jpg files of the design for the client to use online.

Depending on the client's requests, exceptions can be made to these file types. However, please ensure that the files you are sending in are clean, clear, and relevant.

Illustrator file

EXAMPLE



“Design is intelligence made visible.”

- Alina Wheeler

Whenever (paid) stock photos are being used in the design, be sure to supply the client with a link to the image they have to purchase. **(Note: you should never purchase the image yourself)**

Folder structure

EXAMPLE

- BrandName-Poster.ai
- BrandName-Poster(OutlinedText).ai
- BrandName-Poster.eps
- BrandName-Poster(OutlinedText).eps
- BrandName_Poster.pdf
- BrandName_Poster(TrimMarks).pdf
- brandname_poster.jpg
- Image Links
 - brandname_backgroundimage.psd
 - brandname_backgroundimage.jpg