

# RED LION SIGNAGE SPEC

Please refer to the following information when specifying custom signage.

All artwork for printed signs to be supplied in CMYK PDF format at 100% scale. All non-vector artwork elements to be minimum 72dpi - ideally 300dpi. All fonts to be converted to outlines. Please also supply an RGB JPEG visual reference file for each sign.

Printed  
Hanging Sign  
(Two Sided)  
510 x 784mm  
(Exact Fit)

Please include  
10mm bleed all round

Final file size:  
530 x 804mm

## 3D Letters

Refer to the panel size below and size your letters accordingly to fit. These need to be supplied as a vector based file with all fonts converted to outlines. Alternatively, simply let us know your pub name and we will design it to fit the panel spaces and send a visual for approval. Our standard font is called *Newbold*, and these letters will be 19mm deep with a 5mm bevelled edge. We can accommodate other fonts (for example to match fonts used on printed signs) however this is strictly on a job by job basis. Many fonts are suitable, but those with very thin strokes may not be able to have a bevelled edge applied.

Full Panel Size: 5210 x 405mm

