



### IMPORTANT POINTS

- ✓ You will be supplied with the correct bus template in a layered Illustrator file. When providing print-ready artwork, please ensure the bus outline is not visible
- ✓ Please ensure that any important text or images do not run over the lines of the bus template or behind any lights, air vents, destination boards or registration plates
- ✓ Please ensure that any important text or images within a window is not too close to the edge of the window. (Images can run through the window's edge but text will get lost and become unreadable.)
- ✓ Artwork for this panel should be created and supplied at 10%
- ✓ ALL fonts must be converted to outlines
- ✓ 25-30mm bleed is required all round (to the 10% template – 250-300mm at 100%)
- ✓ All artwork and images should be in CMYK with images at a resolution of 300dpi
- ✓ File format must either be a high resolution pdf or an Illustrator file
- ✓ You can not necessarily cover the bumper depending on the bus type; the template supplied to you will confirm whether or not the bumper can be printed on to

**Campaign Number** - The campaign number should be displayed as black text on a white background within a 24mm x 10mm framed rectangle, located in the bottom right hand corner. Font size must be 20pt.

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