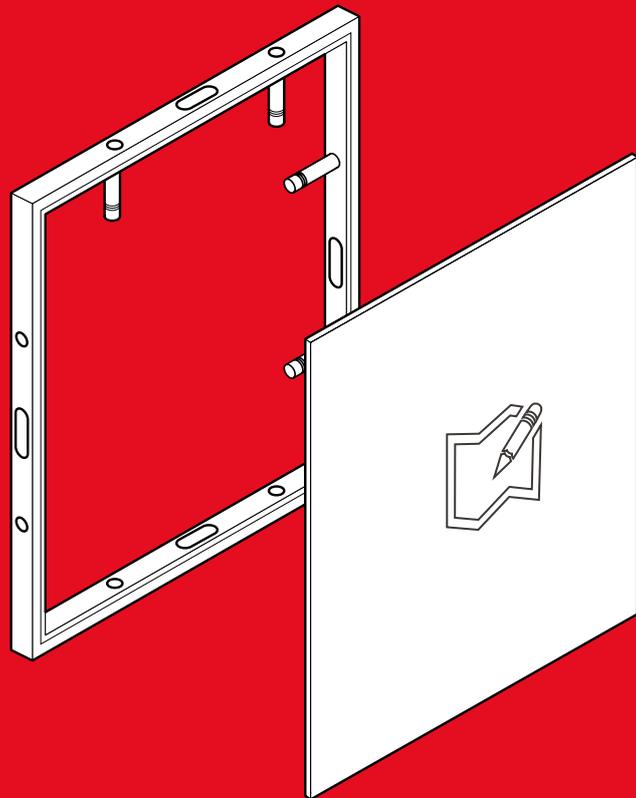




EN



1.1

Clever Frame®
GRAPHIC DESIGN - MANUAL
Modular Sale Support Architecture



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IMPORTANT INFORMATION

-FOR GRAPHIC DESIGNERS.



We ask for preparing the graphic files in the real scale (1:1). The files should be prepared separately for each surface. After printing the surface will be divided and cut to fit particular panels (see graphics for singular panels).



The graphic files should be prepared in the 120 dpi resolution. Lower resolution will cause visible decrease in the print quality. Larger resolution is acceptable but leads to unnecessary enlarging of the size of the file without any effect on the final result.



We ask to prepare the files using CMYK. Do not attach the color profiles to the file.



Before saving the file, we ask to flatten it to a single layer.



We ask to save the graphic files in .tiff format with LZW compression for IBM PC. In particular we ask NOT to use other formats of lossy compression. Vector files should be rasterized and saved in .tiff format. Considering the possibility of error occurrence we do not convert vector files to rasterized graphics. PDF files should be exported to rasterized files.



Please remember that the surfaces are divided into graphic panels (see above). Due to that it is important not to place essential elements of the graphic design at the intersections of the graphic panels or within the cut out area.



We ask to maintain appropriate distances from the edges of the panels and to pay attention to protective fields of logotypes.



We ask to ensure proper spelling, punctuation, letter sizes, hyphenation and other aspects of text correction. We do not correct texts.



We ask to carefully check the prepared designs before sending them to us. We do not take responsibility for errors caused by not preparing the graphic files in accordance to the graphic file preparation specification.

Graphic materials used for the design should be of high quality and resolution. Artificially enlarging rasterized graphics leads to a very low print quality. In case of any questions please feel free to contact us.



FRAME SIZES

-INFORMATION FOR THE GRAPHIC DESIGNERS.

D1 SERIES

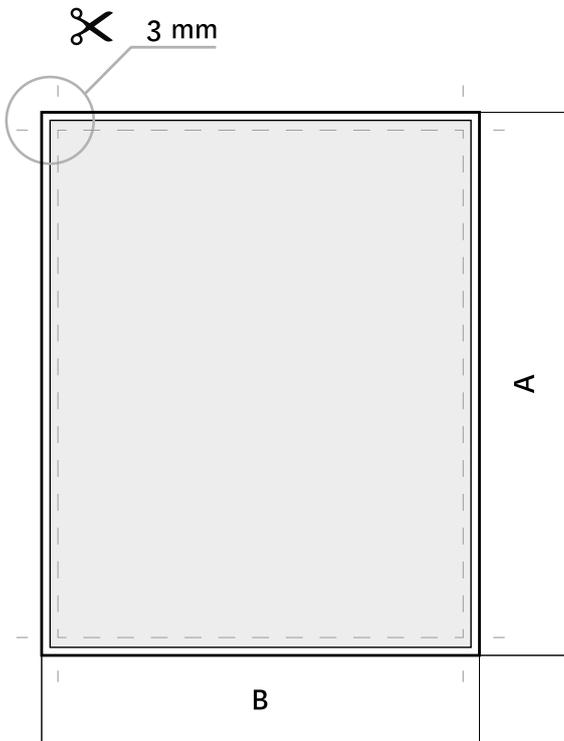
Standard frames	D1	100×75 cm
Supplemental frames	DC1.1	100×50 cm
	DC1.2	100×25 cm

D2 SERIES

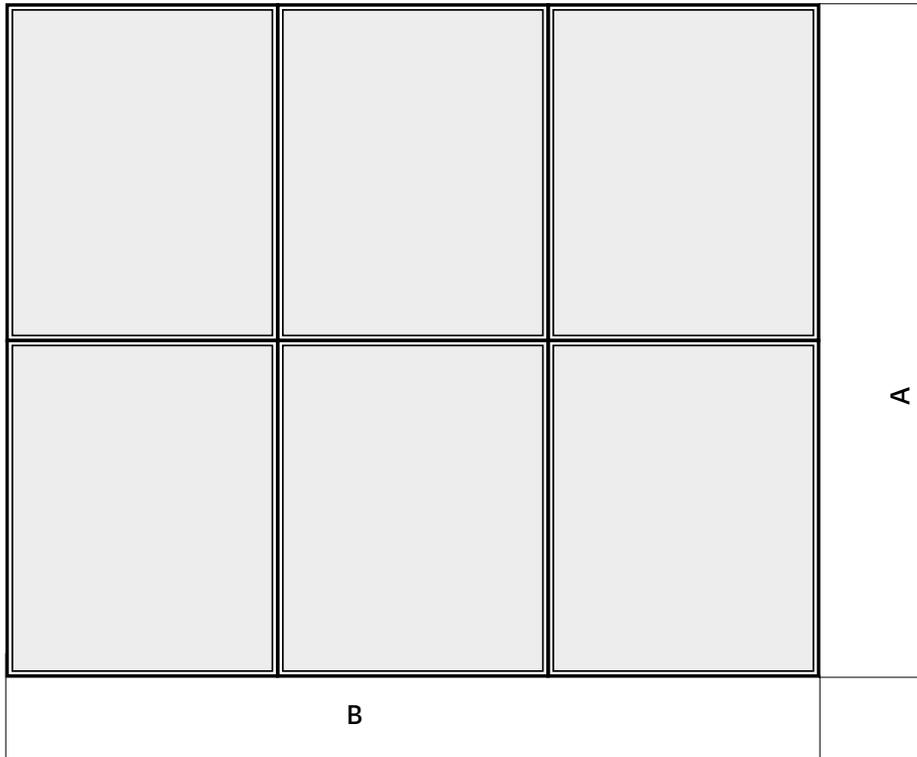
Standard frames	D2	125×100 cm
Supplemental frames	D2.1	125×75 cm
	D2.2	125×50 cm
	D2.3	125×25 cm

C1 SERIES

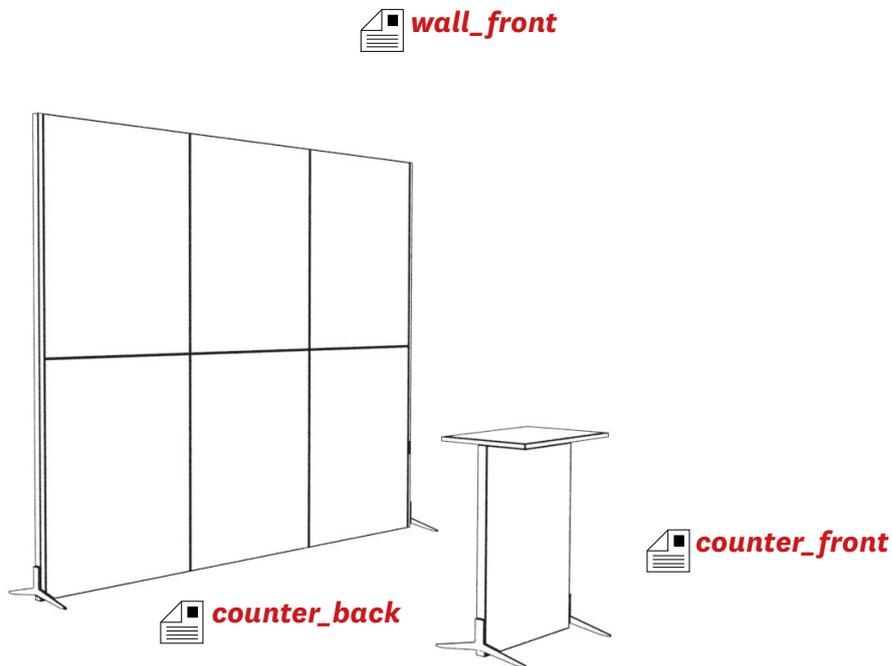
Standard frames	C1	100×100 cm
Supplemental frames	DC1.1	100×50 cm
	DC1.2	100×25 cm



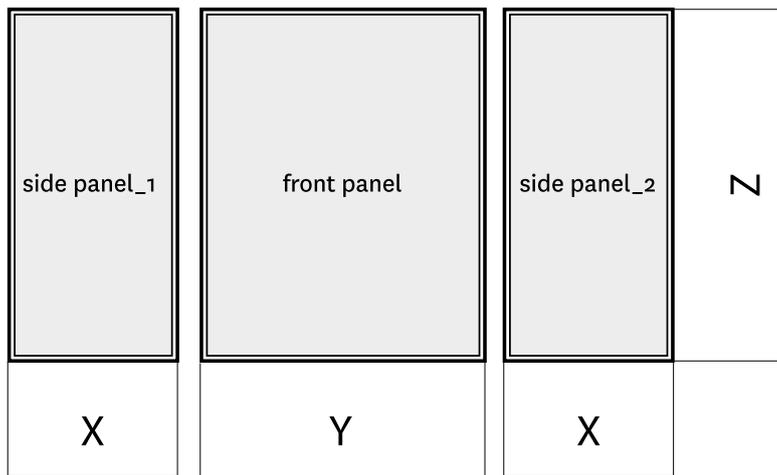
symbol	description
A × B	Height and width equal specific frame size.
	3 mm graphic is being cut off from each side of the panel.
	Do not place essential design elements at the intersections of the graphic panels.
	Graphic parameters: format TIFF-LZW/ 1:1/ CMYK/ 120 dpi.
	Please flatten to a single layer (except backlit panels).



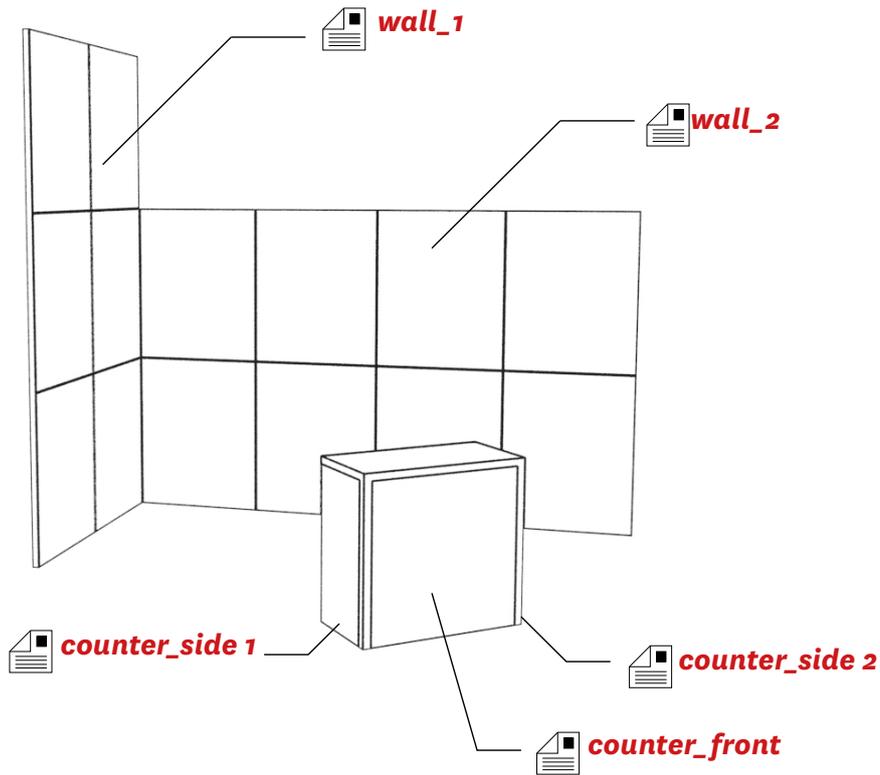
symbol	description
A	Wall height = graphic design height.
B	Wall width = graphic design width.
	Do not place essential design elements at the intersections of the graphic panels.
	Graphic parameters: format TIFF - LZW/ 1:1/ CMYK/ 120 dpi.
	Please flatten to a single layer (except backlit panels).



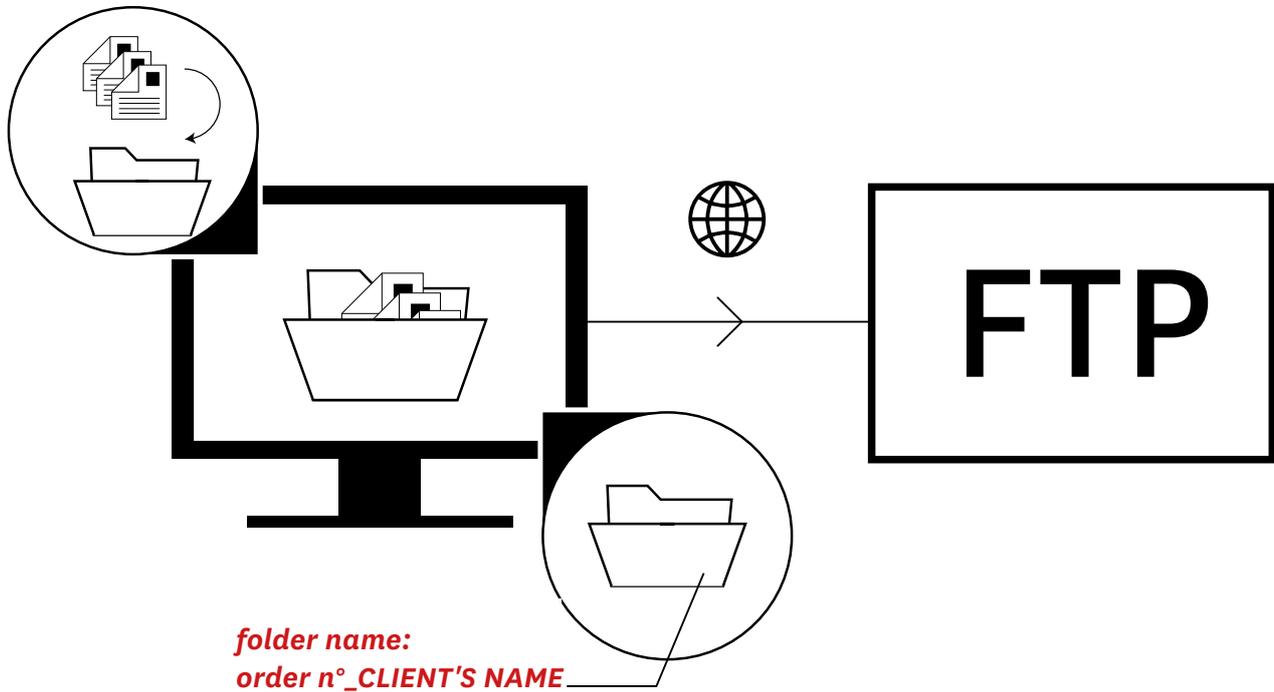
symbol	description
	3 mm graphic is being cut off from each side of the panel.
	Singular graphic file for each surface.
	Do not place essential design elements at the intersections of the graphic panels.
	Graphic parameters: format TIFF - LZW/ 1:1/ CMYK/ 120 dpi.
	Please name the file correctly- it will make identification a lot easier.



symbol	description
X Y Z	X- width of the side, Y- width of the front, Z- height.
	3 mm graphic is being cut off from each side of the panel.
	Do not place essential design elements at the intersections of the graphic panels.
	Graphic parameters: format TIFF - LZW/ 1:1/ CMYK/ 120 dpi.
	Please flatten to a single layer (except backlit panels).



symbol	description
	3 mm graphic is being cut off from each side of the panel.
	Singular graphic file for each surface.
	Do not place essential design elements at the intersections of the graphic panels.
	Graphic parameters: format TIFF - LZW/ 1:1/ CMYK/ 120 dpi.
	Please name the file correctly- it will make identification a lot easier.



Complete files should be uploaded in one folder.

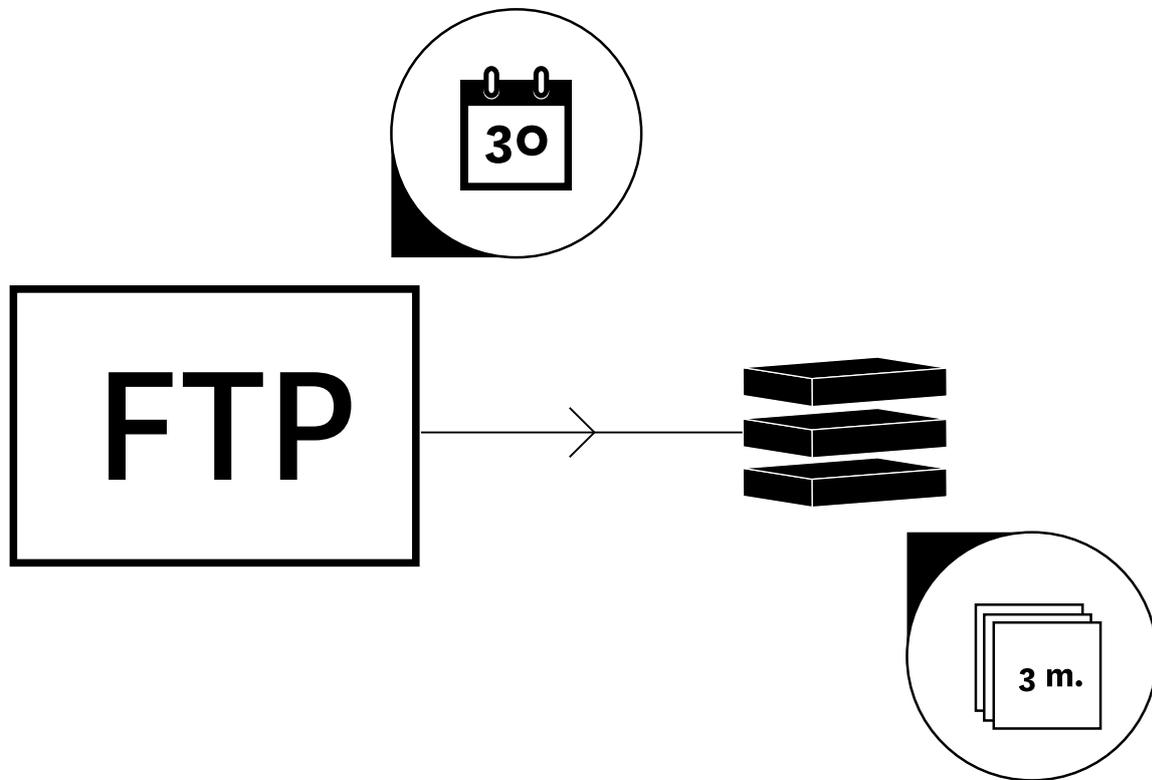
The name of the folder should consist of the order no and the client's name.

Upload files on the FTP server.

In order to upload complete files you may use free File Zilla software.

Access data and upload instruction available on the [www](#).

You will receive access password via email.



Files are present on our FTP server for the period of 30 days from the moment of uploading.

Later on they are being replaced to our archive.

Afterwards files are stored in our archive for the period of 3 months.
