CLEVER FRAME®

1.10 Clever Frame®
GRAPHIC DESIGN FOR THE TECHNICAL FRAME
Modular Sales Support Architecture

TABLE OF CONTENTS

THE MOST IMPORTANT INFORMATION

-FOR GRAPHIC DESIGNERS

1:1 — 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).

120 dpi — 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.

CMYK — 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.

TIFF/ LZW — 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.

a — 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.

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

ĄÖ — We ask to ensure proper spelling, punctuation, letter sizes, hypernation 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.

More information: graphics@cleverframe.com

TECHNICAL FRAME DIMENSIONS

-FOR GRAPHIC DESIGNERS

SERIES RT.D2

|			
Standard frames	RT.D2.1	100×125 cm	Based on the D2 frame. Technical profile on the 100 cm side.
Standard frames	RT.D2.2	100×125 cm	Based on the D2 frame. Technical profile on the 125 cm side.

SERIES RT.C1

Standard Frames	RT.C1	100×100 cm	Based on the C1 frame. Technical profile on the 100 cm side.

GRAPHIC DESIGN FOR THE TECHNICAL FRAME PANEL

-GRAPHIC FILE PREPARATION FOR A SINGLE PANEL

3 mm

5cm

A

B
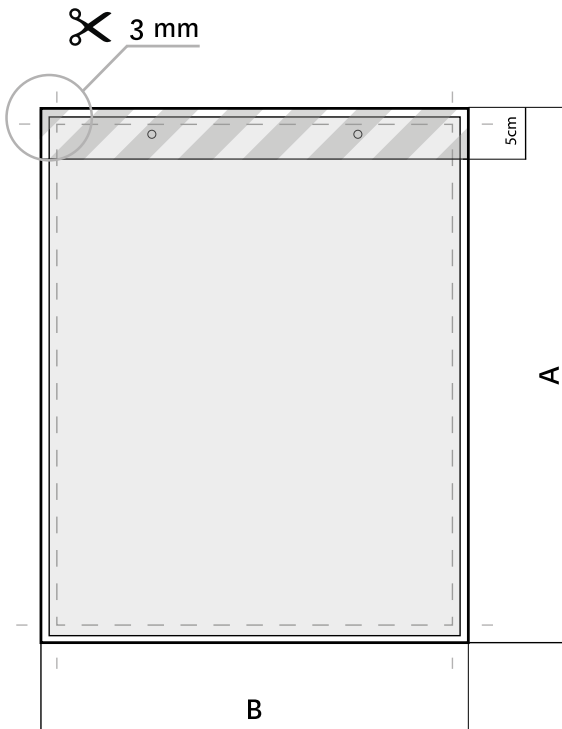
◉! We ask not to place important graphic design elements (logotypes, writings) in areas which will be cut out.

symbol	description
A × B	Graphics dimensions equal to the dimensions of the frame.
▨	A 5 cm wide stripe will be cut out from the panel.
✄	Apart from the above 3mm will be cut out from each side of the graphic panel.
a̶	Do not place important graphic design elements at the intersections of graphic panels.
▣	Graphic file spec.: format TIFF-LZW/ 1:1/ CMYK/ 120 dpi.

GRAPHIC DESIGN FOR A WALL WITH A TECHNICAL FRAME
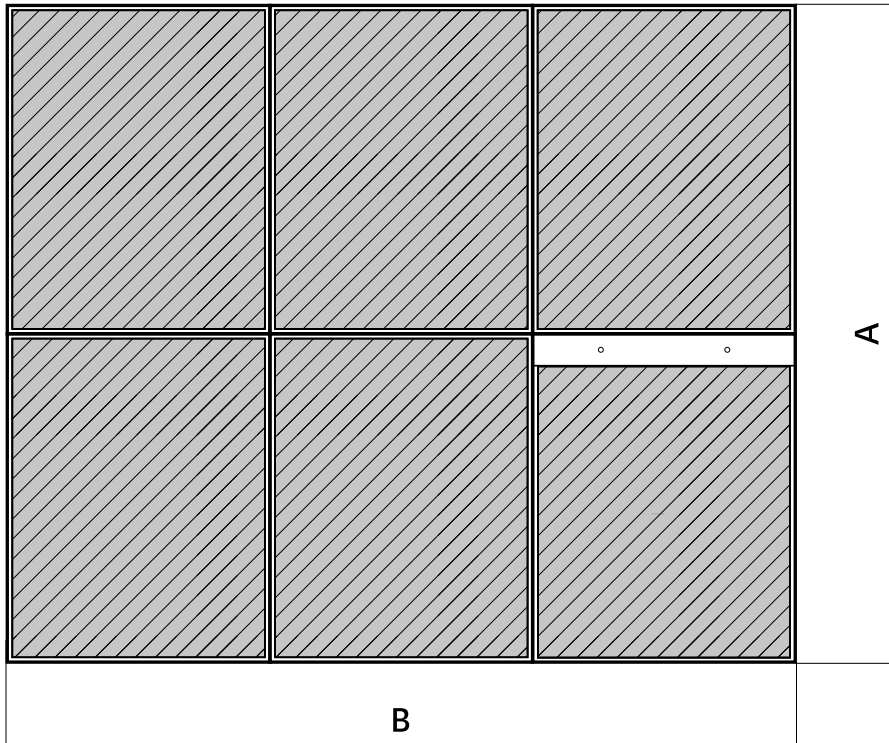
symbol	description
A	Height of the wall = height of the graphic design.
B	Width of the wall = width of the graphic design.