CENTERCOM Buitenreclame

# A0 FRAMES & 2/3 SIGNS
## Specifications

## Size




| | |
|---|---|
| **File size** | 841 x 1188 mm (ex. bleed) |
| **Document size** | 847 x 1194 mm (incl. bleed) |
| **Bleed** | 3 mm bleed and add crop marks. |
| **Frame size** | 30 mm<br>**Under this margin the text and images will not be visable**. |
| **Safe margin text** | 60 mm from document edge.<br>***Text and logo's should not be placed between this margin, colour areas and images can fall within this space***. |
| **Full colour** | Make sure your photos and images are CMYK, **don't use** PMS colours. Use of black:<br>For texts and barcodes / QR codes use the color combination: ***C0 M0 Y0 K100***.<br>For larger areas that need to appear **deep black**, use the color combination: ***C60 M40 Y40 K100***.<br>*See page 2 for additional explanation.* |
| **Photos** | High resolution 300 dpi, placed at 100% scale and converted to CMYK.<br>You can use the following link to check the DPI of each image:<br>https://apitemplate.io/pdf-tools/free-pdf-dpi-analyzer |
| **Fonts** | Always convert text to outlines. |
| **Overprint** | Do not set text to overprint, especially white text. White text must be knocked out, so that the underlying colour is removed and the white paper remains visible. Only **100% black text** is sometimes intentionally set to overprint to prevent small white edges caused by misregistration during the printing process. |

## Artwork Submission

| | |
|---|---|
| **File Format** | **PDF**: when exporting your PDF, use the preset **PDF/X-1a:2001 (PDF 1.3)**. This ensures that all transparency is flattened. Make sure your PDF is also assigned the CMYK colour profile **Coated FOGRA39**. The FOGRA39 colour profile can be downloaded from our website: https://centercom.nl/aanleverspecificaties/ You can find it under the relevant advertising format, such as A0, Special Pillars, etc. Download the ZIP file containing all the necessary information, including the colour profile |
| **File size** | The PDF is allowed to be **a maximum of 600 MB** in size. |
| **Submit file** | **Please submit your print-ready files via Centercom ClientHub**.<br>With ClientHub, you can easily upload your digital print files yourself and have them checked immediately to ensure they meet our file submission specifications. This allows any issues to be identified in time, so you can make corrections where necessary.<br><br>**Please submit your files no later than 3 weeks before the start of the campaign**.<br><br>If your campaign includes **multiple designs**, each design must be submitted as a **separate PDF file**.<br>Please give your files a clear and recognizable name and **include our order number in the file name**. |

## Contact

For questions regarding **graphic design or printing**, please contact ontwerp@centercom.nl
For **all other enquiries**, please contact salessupport@centercom.nl

**Please note! The posters will be printed on 115 grams Blueback paper.**

**Centercom Buitenreclame BV**
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# Not All Black is Black:

## A Guide to CMYK for Perfect Prints










### Flat Black (100K)

Composed of only 100% black ink (0C, 0M, 0Y, 100K), it's the purest form of black.



**Use For: Text and Barcodes**

Ensures crisp, sharp lines for small, detailed elements that need to be perfectly legible.

**The "Gray" Trap**

When used for large backgrounds or solid areas, it will appear as a washed-out, dark charcoal gray, not a true black.



### Rich Black

A mix of all four CMYK colors, such as 60C, 40M, 40Y, 100K, to increase ink density.



**Use For: Backgrounds and Large Solids**

The "booster" colors create a deep, saturated, "midnight" black for impactful visuals.



**Achieves Maximum Density (Dmax)**

The added Cyan, Magenta, and Yellow help absorb more light, making the black appear significantly darker.

### Registration Black

Contains 100% of all four inks (100C, 100M, 100Y, 100K), resulting in 400% ink coverage.



**NEVER Use This in Your Design**

This swatch is exclusively for printers' registration marks to align color plates, not for artwork elements.



**It Will Ruin the Print Job**

The extreme ink saturation will make the paper a soggy mess, causing tearing, smearing, and other major defects.

### Pro-Tip Checklist



**1. Check Your Swatches**

Before sending to print, verify the CMYK values of the black used in your design files.



**2. Is it a Large Background?**

If your black background is only 100K, it will look weak. Change it to a Rich Black formula.

**3. Is it Small Text?**

If your text is a Rich Black, change it to 100K to avoid fuzzy edges and misregistration.

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