

1.6

Clever Frame®  
**GRAPHIC DESIGN FOR THE TV PANEL**  
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.

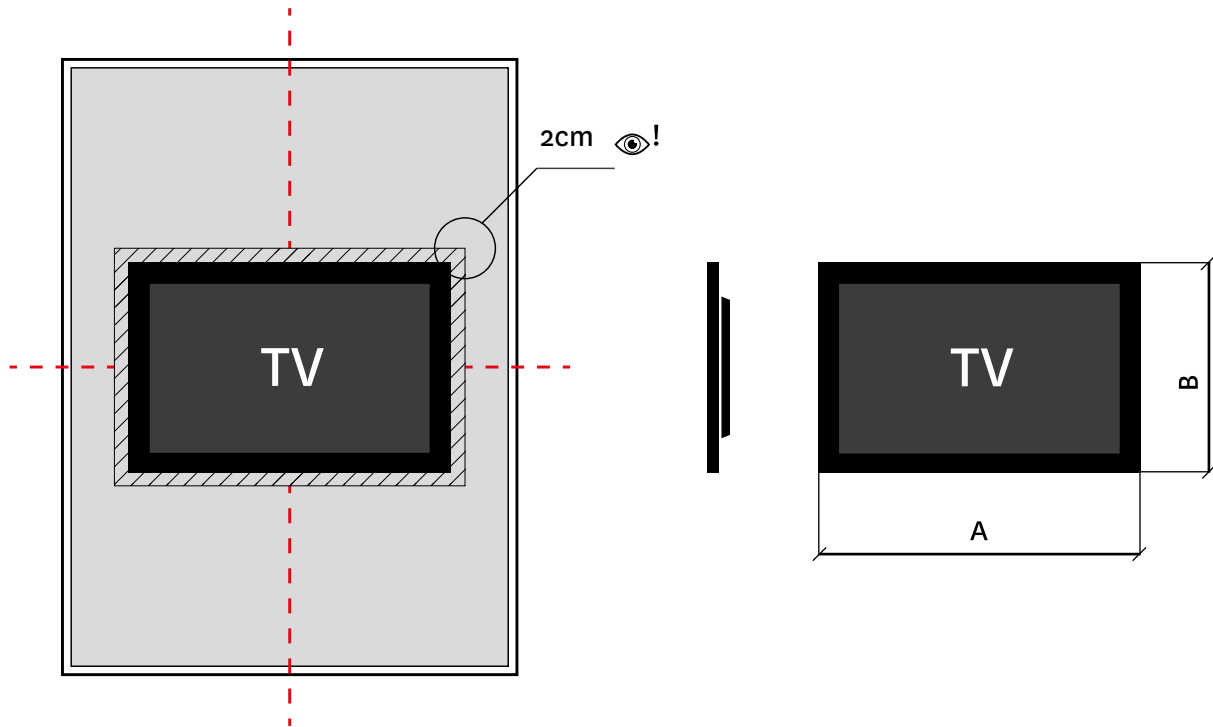


We ask to ensure proper spelling, punctuation, letter sizes, hyphenation and other aspects of text correction. We do not correct texts.



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.



We ask not to place essential elements of the design within 2 cm of the TV field.

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----- Panel axis.

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----- The TV is centered relative to the vertical panel axis.

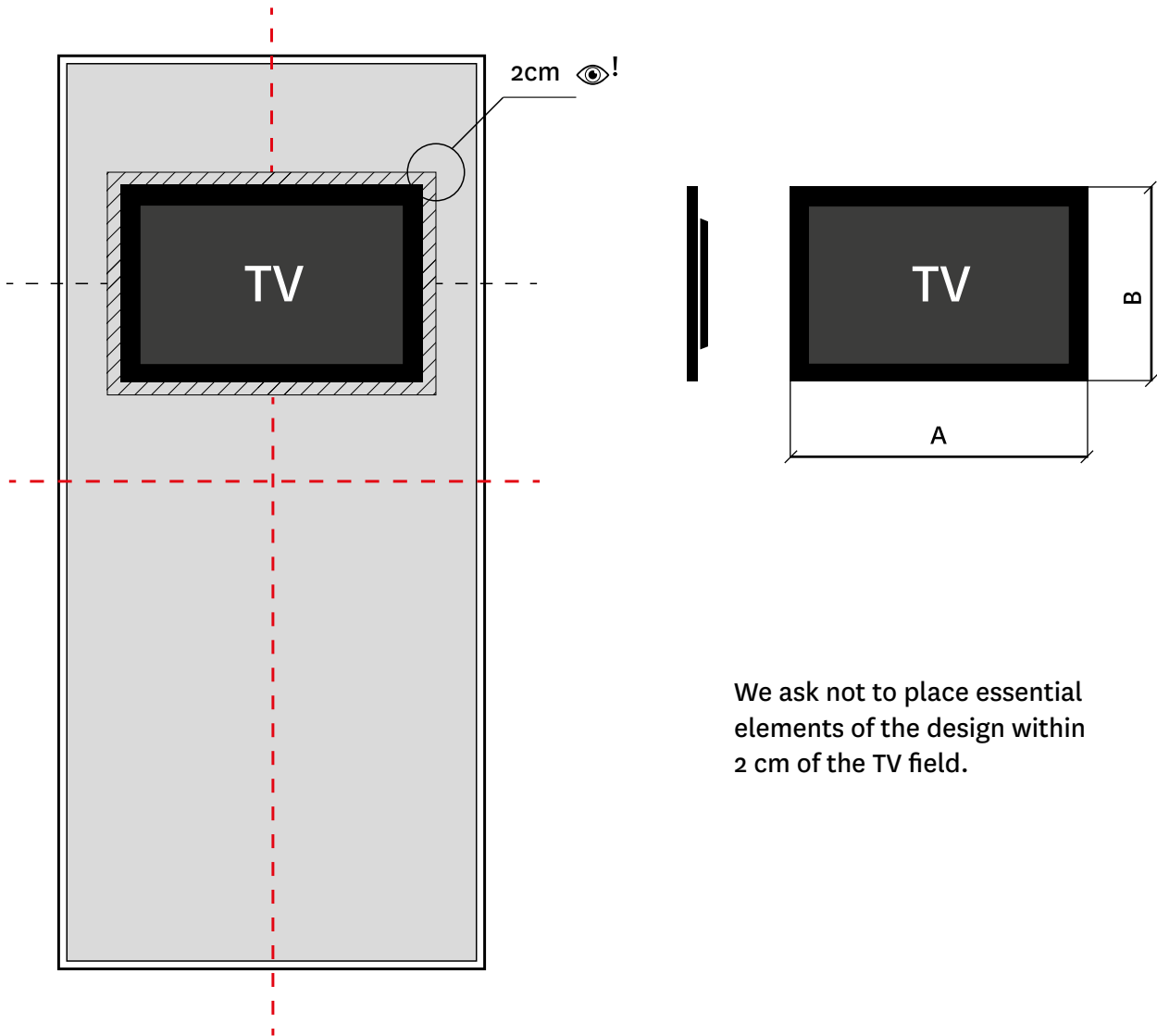
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A × B The TV field - external TV dimensions..

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👁️! Do not place essential design elements within 2 cm from the TV field.

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We ask not to place essential elements of the design within 2 cm of the TV field.

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----- Panel axis.

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----- The TV is centered relative to the vertical panelaxis.

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A × B The TV field - external TV dimensions..

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