

Artwork Submission Guide – Spedian Changeable Graphic System (2025 Edition)

At Roadvert Ltd, we understand that project deadlines are often tight and production schedules demanding. To help us deliver your Spedian changeable graphics exactly as designed, on time and to the highest quality, please follow these artwork submission guidelines.

Our goal is to begin installation within 10 working days of receiving approved, print-ready artwork. Adhering to the specifications below ensures your project proceeds smoothly without delay.

Artwork Specifications

To guarantee the best possible print quality, all artwork should meet the following technical standards:

File Format

- Supply artwork as a high-resolution PDF (minimum 300 dpi at 10% of final print size).
- Each panel (design) or vehicle side should be supplied as a separate, single-page PDF.

Typography

- Convert all text to outlines before export to prevent font compatibility issues.

Colour Management

- Use CMYK colour mode (not RGB) to ensure print accuracy.
- If specific brand colours are required, please provide Pantone (PMS) references where applicable.
- We recommend including a small colour proof or reference image for comparison.

Scaling & File Naming

- Clearly indicate the scale & design name of each artwork file within the filename (e.g., "Foodwaste_passenger_25percent.pdf").
- Acceptable scales: 10%, 25%, 50%, 75%, or 100% of full size.

Safe Areas & Bleed

- Include a minimum 10mm bleed and maintain 50mm of safe margin away from panel edges, vents, or fittings.

File Check

- Double-check that all images are embedded and linked correctly.
- Avoid low-resolution logos, flattened pixel text, or transparency errors.

Artwork Submission Methods

You can submit artwork through any of the following secure channels:

Email

- Send to your Roadvert project contact.
- Please note: attachments larger than 10MB will be automatically rejected by our mail server.

File Transfer Services

- Use platforms such as WeTransfer, Dropbox, Google Drive, or WeSendIt for larger files.
- Ensure links remain active for at least 7 days and are shared with download permissions enabled.

Physical Media (if required but not preferred)

- USB drive or CD can be posted to:
Roadvert Ltd
Unit 1, St Mary's Business Park, Albany Park
Market Harborough, LE16 7QJ

Artwork Approval & Production Timeline

- Upon receipt, your files will undergo a pre-print check by our production team.
- If any issues are found, we'll contact you immediately for clarification or revision.
- Installation scheduling begins only once final, print-ready artwork is approved in writing.
- The supplier is accountable for ensuring the quality and accuracy of all artwork.

Additional Guidance (2025 Standards)

- We support artwork created in Adobe Creative Cloud 2024 or later (Illustrator, InDesign, or Photoshop).
- AI-generated or vector-enhanced artwork is acceptable, provided it meets resolution and licensing requirements.

By following these submission steps, you'll help us deliver sharp, accurate, and durable Spedian graphics, on schedule and to the quality you expect.

