**PRINTING GUIDELINE – SEE AND BE SEEN**

EXERCISE FORM:

Format: A4

1 page

Colours: B/W+0

Paper: 100 gr, white

Exhibition:Volvo Lastvagnar:2016:VLPF 0001 Se och bli sedd:Instructor's guide_printing guideline:Exercise form.pdf

ILLUSTRATION CARD:

Format: A5

1 page

Colours: 4+0

Paper: 200 gr, white, matte

Exhibition:Volvo Lastvagnar:VLPF 0001 Se och bli sedd:Grafik:cykelkort:cykelkort_v2.pdf

SILHOUETTES AND BOARD HOLDERS:



The silhouettes are available in 5 colours and should be produced according to the list below:

Blue = 2

Purple = 2

Orange = 2

Green = 2

Yellow = 1

Total: 9

Final artwork is available for each colour and comes in 2 pages for each silhouette (front and back).

You will also need 9 board holders (one for each silhouette).

Printing instructions for the silhouettes:

Size: 598x1544 mm

Colours: 4+4 (double sided print)

Material: A lightweight foam board is recommended, e.g. Stadur VISCOM SIGN SF, 10 mm. (When producing silhouettes for the activity in Gothenburg, all 9 silhouettes fit into one foam board with the dimensions 2440x1220 mm).

Example of board holder:

The board holder used in Gothenburg was a Panda water base (500x450x180 mm), which weighs

1.4 kg empty and 18 kg filled with water. Please see your local provider for a suitable alternative.



SEE AND BE SEEN LOGO:

The logo should be used on giveaways and other promotional material. It is available in two colours, white and orange. For usage see below:

PMS: 152C

CMYK: 0,60,100,0

The orange logo is to be used against a white background:



The white logo should always be used against an orange background (PMS; 152C):

