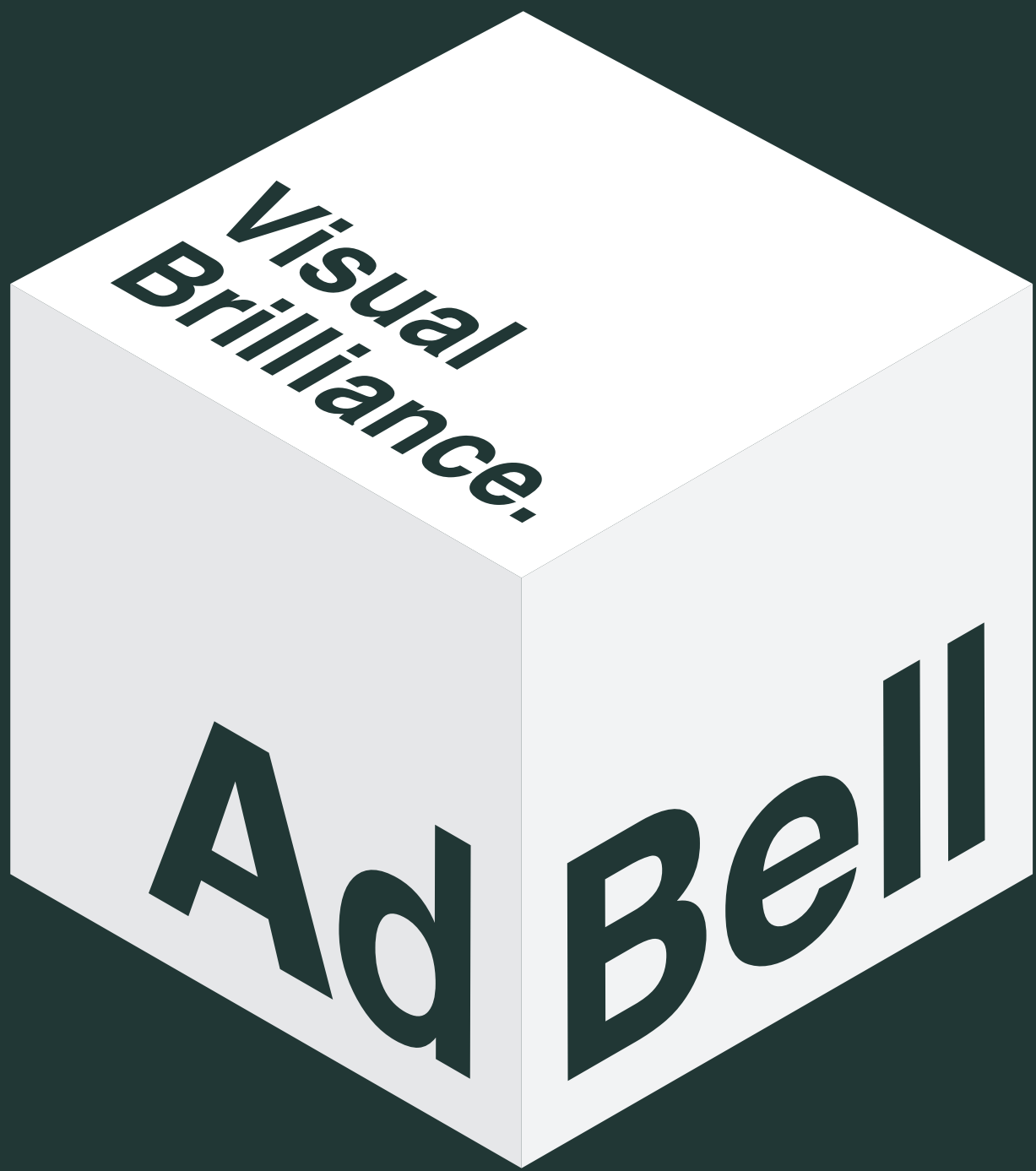




**Harrogate Fashion Show
Graphics Partner**



Since 2000 AD Bell has been the trusted expert in visual communication amplifying brands and consistently exceeding expectations.

Thank you so much for everything, you guys are always such a pleasure to deal with!
Beki, Cultivate Agency.



**Call us for a quote 01423 885045
E-mail us at Info@AdBell.co.uk**

AdBell

Design.

Briefing & Concept

01

An initial brief will be created with you dedicated account manager. We will advise on materials available for your concept and budget to make your vision come to life! If you have any brand assets these will be gathered and checked by our artworking team.

Proofing

02

Once a brief has been confirmed our design team will produce visual proofs for you to review. At this stage amends can be made and we will work on creating an outstanding visual customer experience. Your quote will also be sent with your proof.

Approval

03

When a design & quote have been approved, we will confirm the installation date and stand layout with you. Any changes from here may result in additional charges.

Installation

04

All quotes will include installation and de-rig of your graphics at the fashion show. Meaning you'll be all set up when you arrive on-site and we will take your graphics away once you've packed up. You can of course take your graphics away with you or send direct to a customer!



Flat Panel

Foamex

AdBell

01

Material

3mm Foamex Panel. Used throughout the industry as a primary material for temporary or seasonal graphics.

03

Process

Printing direct to the substrate and then mount and protective over laminate to the face of the sign is the standard way to produce and prepare flat panel signage. Printed vinyl graphics can also be applied to achieve different results.

02

Design Flexibility

Flat panel is the simplest form of signage. Creative results can be achieved using CNC routing for custom shapes. Multiple panels can be used to achieve largest of stands.

04

Installation.

More often that not flat panel signage will be applied using velcro directly to the exhibition stand so they can be removed as per the exhibitors guidelines.



Flat Cut

Acrylic

The AdBell logo is a white shield-shaped emblem with the word "AdBell" in a bold, black, sans-serif font. The shield is oriented with its point downwards.

01

Material

Acrylic is most commonly used for internal lettering as it is Available in a number of colours and thickness that create a professional finish. Lettering can also be created using aluminium composite or foamex.

03

Process

The letters are CNC Routed from the chosen substrate. These can then be powder coated a specific RAL colour if using aluminium or wrapped in digitally printed vinyl if the initial substrate colour is not desired.

02

Design Flexibility

There are many options to be creative with the way that lettering is used. Especially in the use of substrates, finishes and in conjunction with other design feature such as printed wall graphics.

04

Installation

A template for the lettering is created and taped to the wall. Each letter has fixings on the back and the template will determine where the drill holes will be needed for install. Another option is to bond direct to the wall using strong adhesive double sided tape.



Pull Up Banner

PVC with aluminium base

AdBell

01

Material

The print media can vary. Most common pull up banner use a PVC media, although there are option such as printed fabrics that can also be used to produce the banner. The base is a plastic and aluminium unit that retracts the print using a spring mechanism.

03

Process

The graphic is printed directly to the chosen substrate. The pull up banner unit has an inner section for the graphic to be attached to using a double sided tape or even velcro for a replaceable option.

02

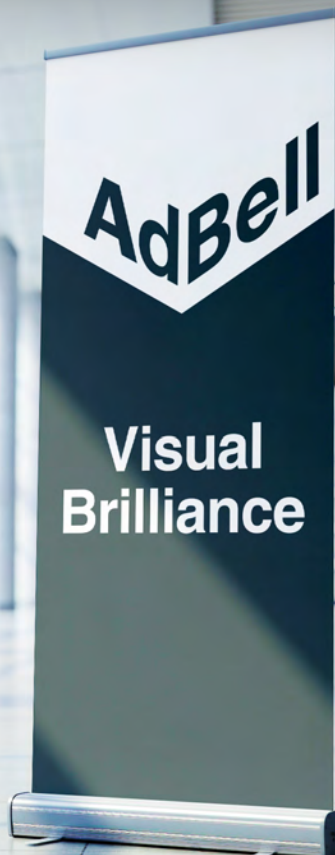
Design Flexibility

Most pull up banners are 800mm wide and 2000mm in height although some other sizes are available. The only key point to consider is where the print enters the base unit, some of the area may hide within so leaving a space towards the bottom is recommended.

04

Installation

The pull up banner can be erected where ever is needed. There is rotatable feet on the base of the unit for a secure footing. A separate adjustable pole is placed in a section to the back of the unit which the banner can hook on to when extended.



A Frames

Clip frame & PVC inserts

AdBell

Material

01

A frames themselves can be produced from a number of materials, including aluminium clip frames to wooden frames. The print media should be chosen for location and exposure to the elements such as paper or waterproof PVC options.

Design Flexibility

02

There are no restrictions when it comes to designing an a frame, POS poster designs work. There is an option to have a frame that has a header that is also a feature that can be branded with a vinyl graphic.

Process

03

The frame work is prefabricated ready for use. A digitally printed posted insert is produced. Paper or PVC inserts are digitally printed. Some frames also have areas where digitally printed vinyl can be used.

Installation

04

Installing a print in to a frame involves opening the hinged clips all the way around and removing the clear substrate used to protect the print and replace the insert within. The frames are portable and can be freely situated as needed.



Posters

Clip frame & PVC inserts

AdBell

01

Material

Posters can be printed on different grades of paper and thickness of PVC. Paper posters can be pasted to walls or placed in frames. PVC posters offer weather protection for external use or can be hung in windows easily using fixings.

03

Process

All posters will be digitally printed in a method that suits the final product. Laser printing and solvent roll to roll printing for paper options or even Eco UV direct printing to PVC materials for longevity and protection from the elements.

02

Design Flexibility

Any for of POS design of poster can be produced in a number of ways. The key point to consider is whether the print will be displayed in a frame, hung by fixing or even back lit in a lighting unit.

04

Installation

Installation will depend on the method of display. Clip frames, paste board, billboards, A frames or other forms of posted frames will have their own installation methods.





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Supplying Artwork?



PSD



AI



INDD



SVG



EPS



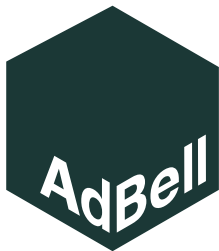
PDF

File Types

Our preferred file type for artwork submission is an editable, uncompressed high-resolution PDF.

We also accept Adobe Illustrator, InDesign, and Photoshop files. (Ai/SVG/EPS/PSD)

All images must be embedded into the file (or supplied) at 300dpi, 100% scale and CMYK. All fonts must be outlined or supplied.



Vector

All graphical elements such as logos and text should be provided in vector format. This ensures the best quality and reduces the time needed for for artworking. Vector artwork is digitally produced which allows for adjusted sizes without pixelation.



Bitmap

Bitmap would apply to all images such as a JPEG and PNG files. We request that any Bitmap image is provided at a minimum of 300dpi. All logo and text artwork that is provided in Bitmap form may require reproducing in a vector format which could incur additional artworking charges.



Colour

To ensure consistency in your brand colours we ask that all files supplied are in CMYK format which is the standard for digital printing. Files that are supplied in RGB will be converted to CMYK and this may result in inconsistent colours throughout your prints.

Send us your artwork

Before sending your artwork to us, please check it complies with all of our guidelines.



Under 5mb?

Please send it directly to us by email.



Larger files?

We recommend using the below platforms to get your artwork over to us:

