



## GENÈVE AÉROPORT TAXI LANE



### Print specifications

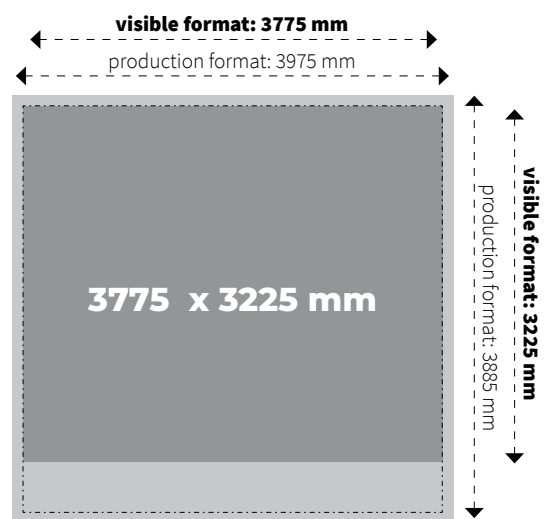
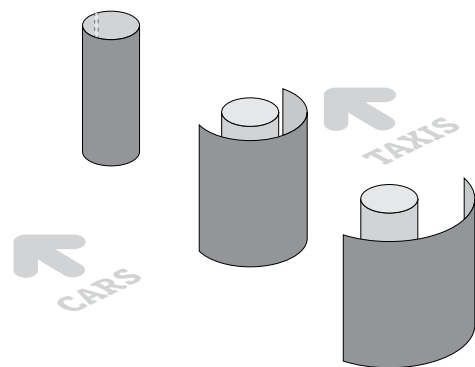
Material	Vinyl (PVC)
Print format	3975 x 3885 mm
Visible format	3775 x 3225 mm

### Preparing computer files for digital printing

Deadline	15 days before campaign start
File	High resolution PDF
Resolution	Minimum 80 dpi
Scale	100% of printing size
Colors	CMYK
Bleeding	100 mm on each side (already included under "Print format")

### Related surfaces

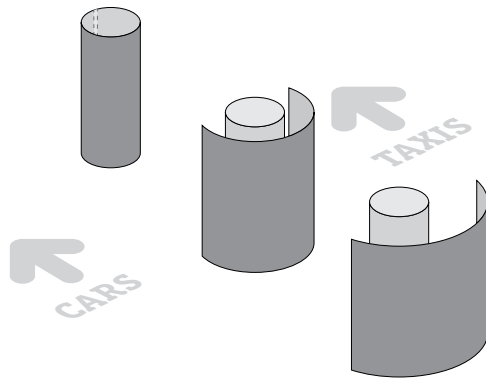
TXLE, TXLO



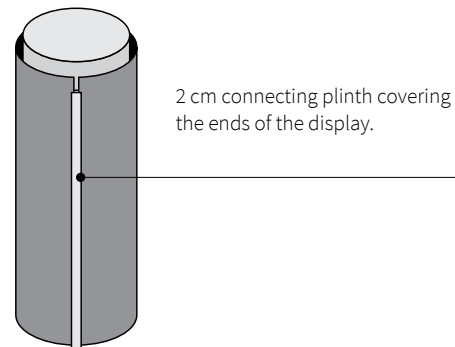
# TAXI LANE

## GENERAL

The special feature of this format is that it is circular. This means that the left and right ends of the visual come together to form a complete circle.



The connection point is covered with a slight aluminium plinth of 2 cm for fixing purposes. It is therefore also not advisable to place important elements near the left and right ends of the display.



However, it is important to note that, as shown in the first diagram, this connection is on the back of the most visible side of the pillars and is therefore hidden from most vehicles.

## TREATMENT OF THE CONNECTION

For an ideal effect, the visual should take this connection into consideration. Two approaches are possible:

1. The background or the elements of the visual are designed so that they can meet imperceptibly.
2. The background is of a solid colour and none of the visuals are free edge, so there is no concern about the connection.

