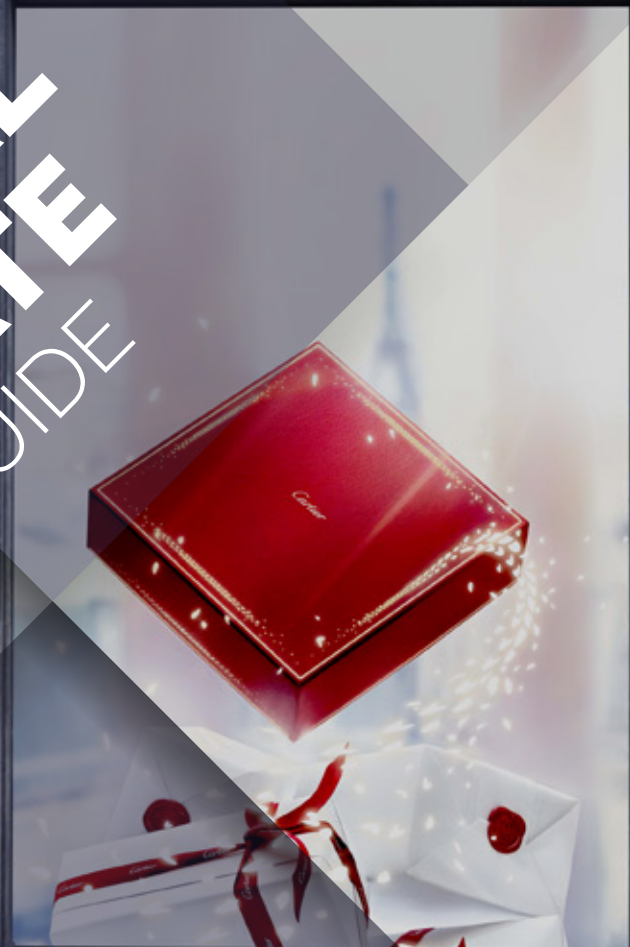


# COMMERCIAL REAL ESTATE BRANDING GUIDE



**MOSAIC**  
GRAPHICS

# WINDOW GRAPHICS

Managing a commercial property portfolio?  
Got empty retail or hospitality units?

Let's talk window graphics!



**Book a  
virtual  
meeting**

- Advertise your current letting opportunities
- Avoid empty units becoming an eyesore
- Showcase the area's amenities & facilities
- Reduce the effects of UV rays on empty interiors
- Keep the street captivating for existing tenants
- Protect against the effects of graffiti & vandalism



**Book a  
virtual  
meeting**

# WHY MOSAIC GRAPHICS

## Brief

We're here to listen at every stage of your project.

We love getting involved at the start to help advise from the ground up to make sure you get the best finished result possible.

### Let's talk about your project

Click here to schedule a call or a virtual meeting

## Survey

Where possible we offer \*FREE site surveys and measurements. This helps us get an accurate estimate to you. We can also advise on any hurdles that might not have been spotted.

### Book a \*FREE site survey

Click here to book a site survey

## Design

Transferring your design from screen to a huge window can be scary!

We can help you with artwork templates, advise on possibilities and help you avoid any common mistakes.

We also have a full design department if you'd like us to takeover this aspect for you.

## Production

We know you might not be an expert when it comes to window graphics. Don't panic, we are! And we're happy to discuss all options with you.

We use the best media and machinery available. There are no *'friday afternoon jobs'* when it comes to the graphics we produce.

### Let's talk Media

Click here to schedule a call or a virtual meeting

## Installation

No cowboys here! Our team of installers come with years of experience and have been fitting window graphics in London for years. We guarantee you will have seen some of their work on these city streets.

### Installation available 24/7.

Hard to reach, no problem!

We've done some crazy installs, we have the equipment and stories to match!

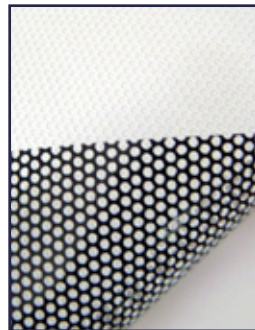
## After Care & Health Checks

We don't just install and run away. You might not know this, but the UK has one of the most volatile climates for external graphics globally.

Once a month we will perform a health check on your graphics and let you know if anything has been damaged.

Get in touch if you'd like us to perform a health check on your existing graphics.

# MEDIA OVERVIEW



## One-Way Vision

A perforated window film for advertising & branding while retaining excellent see-through properties from the other side.

See our LinkedIn Post regarding its night & winter limitations [here](#)



## White Backed Vinyl

A great option for window graphics & advertising with outstanding colour representation.

Although completely blocking out the window, it still allows some light to transfer, especially in any non-printed areas.



## Grey Backed Vinyl

Our go to choice for window applications.

The grey back acts as a block out and a solid base for giving rich and punchy colours.

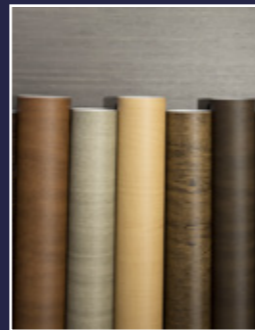
It also works brilliantly when covering existing graphics and avoids any unwanted show through.



## Optically Clear or Gradients

Perfect for printing gradients or varying opacity levels to create stunning effects.

Ideal when you want to vary the level of light coming through the windows.



## Textures & Special Effects

Want to level up your message or brand?

We have a range of special vinyl with stone, metal, metallic, wood, and even glitter finishes available.

Ask us about enhancing your windows with our 3D options.

# ARTWORK GUIDES



## Bleed

If your design includes colour or images to the edge, please add 50mm of additional artwork to all sides.

It may seem a lot, but you wouldn't believe how warped some of these window frames can get!



## Fonts

We're not fussy when it comes to fonts, we know everyone has their favourites!

Please outline them before sending.

Alternatively please send them over with your file.



## Colour

Please supply your artwork in CMYK and make sure that any critical colours are set up as Pantone spot colours.

Provide a CMYK equivalent for any other special colours.



## Dots Per Inch

This one is important when it comes to large window graphics.

Images with a low dpi can look blurry or pixelated when printed.

Try for a minimum of 300dpi.



## Links

If you are supplying artwork in a format other than a PDF please include all linked images and font files.

## Book a virtual meeting to



- Discuss your project
- Organise a site survey
- Health check your existing sites
- Talk about media and materials

Book here

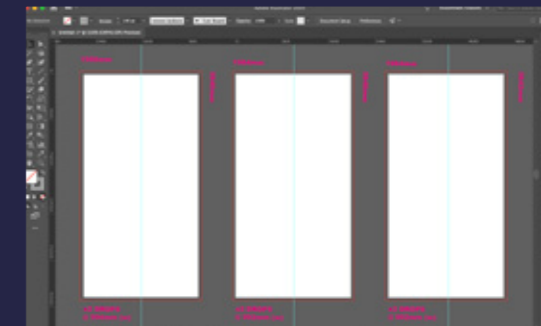


## Need Support?

We'll help you through every stage of the process  
From measurements, artwork templates & final checks



## Site Survey & Briefing



## Artwork Templates & Design

# MOSAIC GRAPHICS



**email** [hello@mosaicgraphics.co.uk](mailto:hello@mosaicgraphics.co.uk)

**call** 020 3790 8100

**web** [mosaicgraphics.co.uk](http://mosaicgraphics.co.uk)

 Mosaic Graphics

 [mosaic.graphics](https://twitter.com/mosaic.graphics)