

Artwork Specifications

Permanent branding solutions offer style and safety in the hands of millions of escalator passengers. For the best results use clear and concise design elements. Using sophisticated technology our processing techniques allow for a wide variety of design possibilities to be permanently etched into black NT handrails. Enhance your brand or message using contrasting shades to capture any audience.

BrandRail™

Strategically target high volume locations and put your logo or message into the hands of consumers - permanently!

SafeRail™

We offer a wide selection of preconfigured safety symbols and messages to choose from, or design your own to meet specific site criteria.

MotionRail™

Motion indicators assist with heavy traffic flow in dense areas. Available in dot, diamond or custom shapes, motion indicators advise passengers of escalator speed and direction - ensuring they step safely.

Appearance

All brands are subject to shade variances as a result of our process and may appear having a moderately metallic finish.

Spacing

The quantity of brands applied to an individual handrail is determined by handrail length. Spacing between brands must be greater than 650mm.



Artwork Specifications:

Dimensions: 60mm x 200mm
Formats: .tif, .gif, .jpg, .png, .eps, .ai, .pdf, .svg
Fonts: Embed & convert to outlines or curves
Images: Embed & convert to Grayscale (300dpi)

Submit Artwork:
www.DrakaEHC.com/uploader

For more information, contact your Draka EHC representative.