How to Design and Print COVID-19 Posters

This document will explain how to produce posters to promote social distancing and health measures to fight against COVID-19
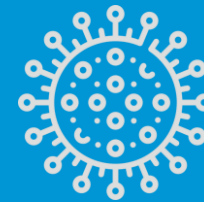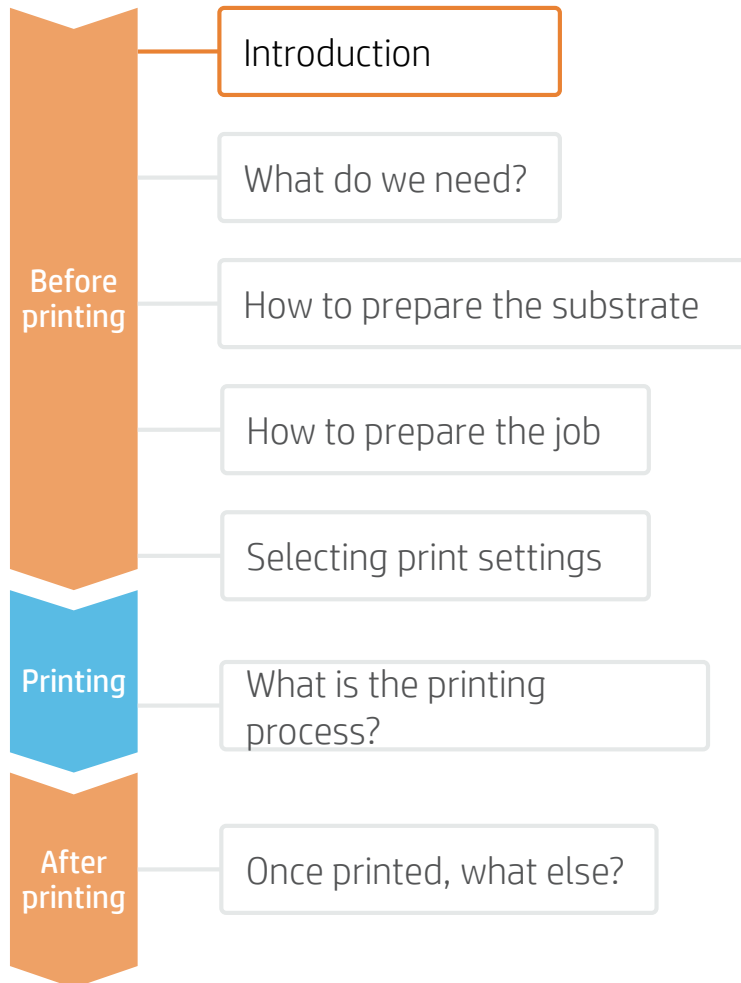
HP DesignJet printers

How to produce COVID-19 Posters

Introduction

- **Before printing**
  - Introduction
  - What do we need?
  - How to prepare the substrate
  - How to prepare the job
  - Selecting print settings
- **Printing**
  - What is the printing process?
- **After printing**
  - Once printed, what else?

Economical, easy to install, move around, transport and store; Posters are a great way to create impactful Signs. With total versatility of sizes, they can easily adapt to layout changes, as they can be placed in the most impactful locations at any given moment with little installation experience required.

HP DesignJet technology offers the possibility to create Posters with an array of different paper and adhesive large format materials to meet all your price and durability needs, including bond and coated papers, photographic papers and self-adhesive materials.

HP Applications Center is a free web based design and print soltion that offers ready to print poster designs as well as a vast collection of illustrations and photos to design your own. It even allows you to add your own web2Print service to your website.

How to produce COVID-19 Posters

What do we need?
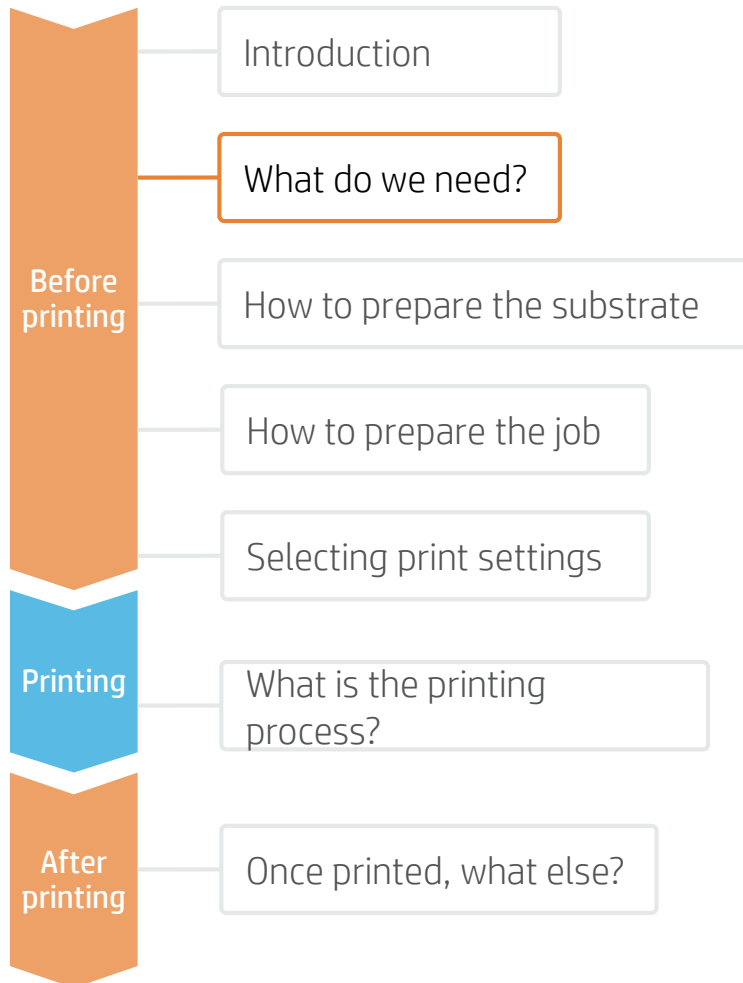
Substrate
Bond & Coated paper,
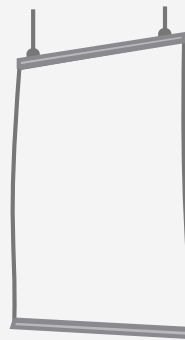Photographic paper &
Self-adhesive Materials

HP DesignJet Printer

Software tools
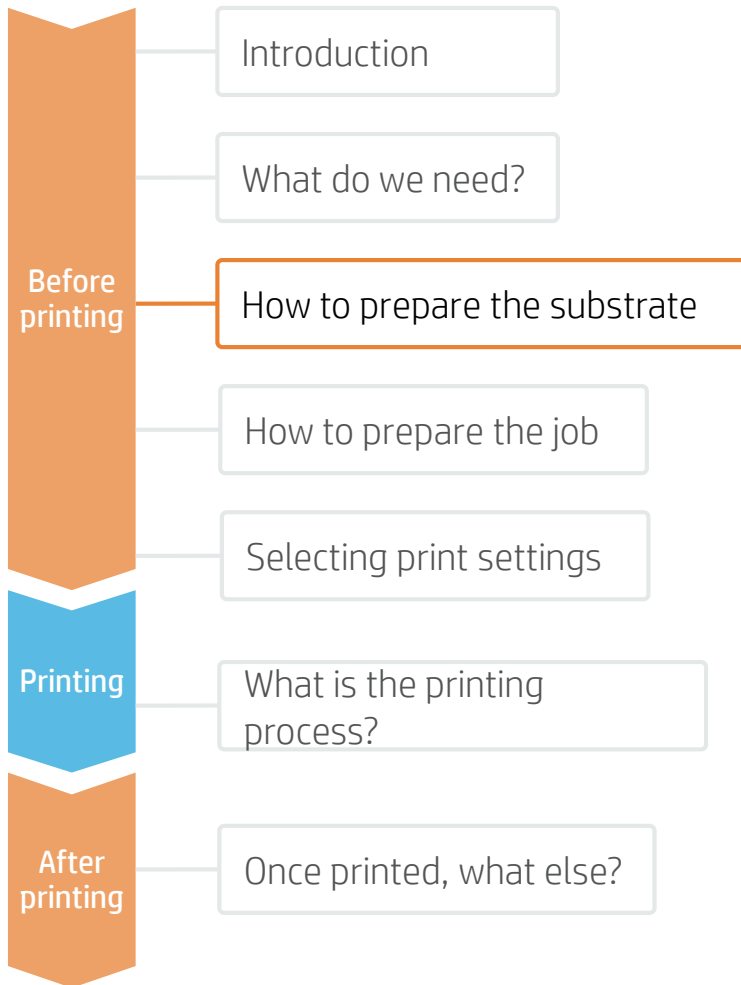(HP Click, HP SmartStream,
RIP, image editor, etc.)

Poster hanger

**Automatic Cutter
or Manual Cutting tools**

**Liquid or Film
Laminate
(Optional)**

How to produce COVID-19 Posters

How to prepare the substrate

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├─ What do we need?
├─ How to prepare the substrate
├─ How to prepare the job
└─ Selecting print settings

Printing
└─ What is the printing process?

After printing
└─ Once printed, what else?
```


1. Select Substrate Type

📝 The most common types are:

- Bond paper
- Coated paper
- Photographic paper
- Self-adhesive Materials

Considerations: Durability

For long term applications and/or if the prints will be cleaned or sterilized regularly:
- Consider laminating the prints for the highest resistance to chemicals such as: alcohol, ethanol and Windex.
- PVC Banners offer the best durability on un-protected prints.
- For PET & PP materials, solvent-based coatings offer better durability than water-based ones.

Considerations: Roll Size

Choose the media width that best fits your Roll-up mechanism.
Consider using a slightly wider roll than the desired sign to apply a safety margin.
The most popular sign widths are 85 cm (33") and 150 cm (59").
The most popular sign length is 200 cm (79").

Considerations: Opacity

To prevent rear light sources from affecting the optical saturation and readability of the signs, light-blocking materials are recommended.
For example: gray-back films or block-out banners.

Considerations: Choice of HP Substrates
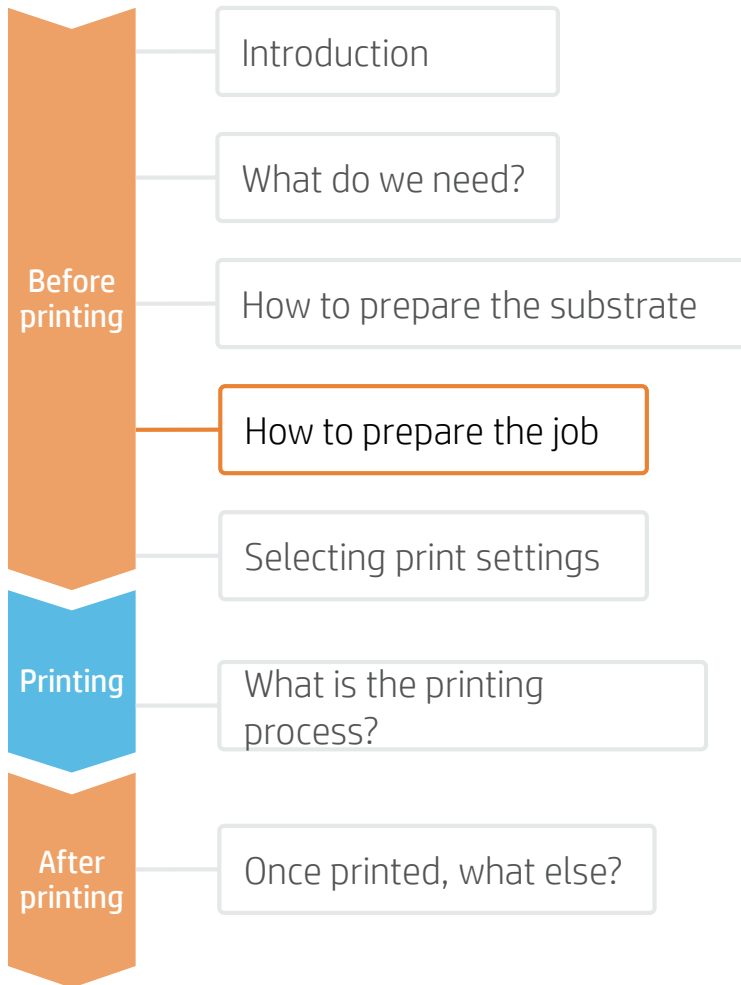
To get the image quality and durability that meets your clients'/customers' needs and expectations, HP substrates and HP inks are designed together as a matched component system to provide uncompromising image quality, consistency, durability, performance, and value – every time.
The list of compatible HP substrates for roll-up applications are listed on the last page of this document.

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How to prepare the job

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1. Open HP Applications Center Poster App

Go to: www.hpapplicationscenter.com

Select: **HP Applications Center Lite** if you just wish to quickly select a template or design and print a poster in-house

HP Applications Center Pro if you wish to offer a web to Print Service for your customers

Use of HP Applications Center is FREE but an HP large format printer serial # is required for registration authentication
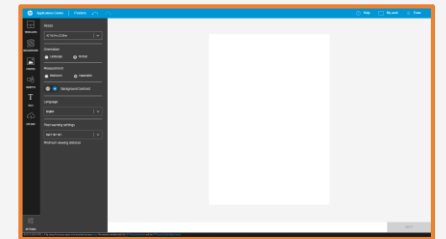
HP Applications Center Lite

2. Instant start

Start designing straight away. Sign in or create a free account to save or print your designs

3. Select poster size and orientation

The default poster size in the app is A2, but some template designs may vary. Re-size and change orientation of your designs if required in **Settings** in the bottom left of the designer
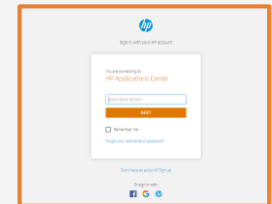
HP Applications Center Pro

2. Sign in or create your account

Sign in or create your free account using your HP large format printer serial #

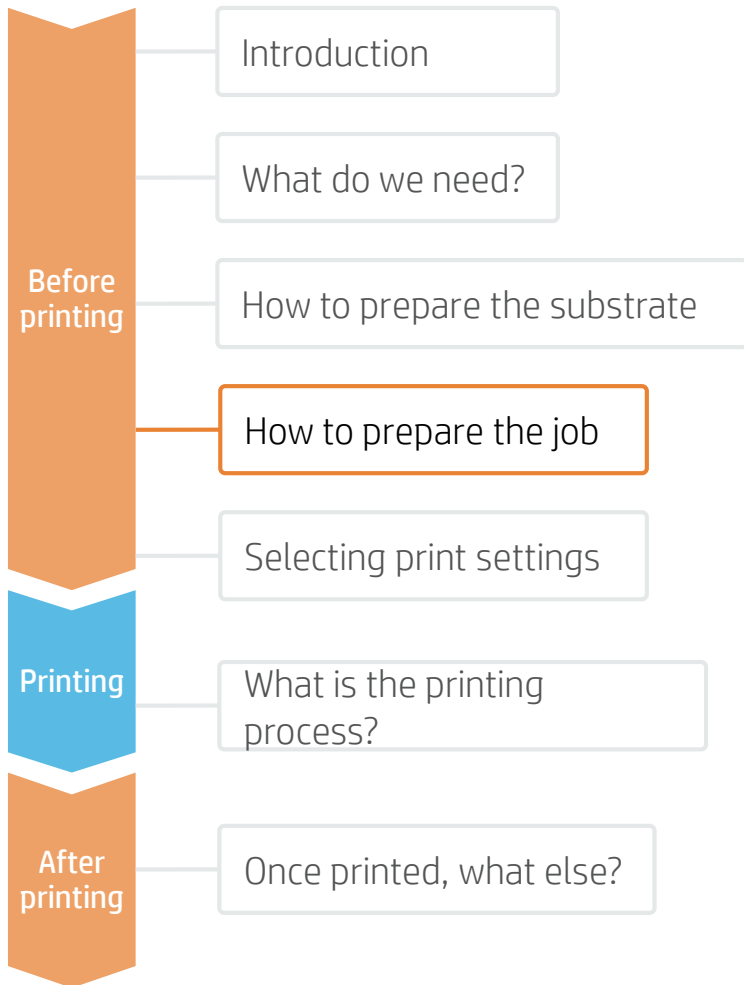### 3. Launch the Poster Designer and select the poster size

From the right hand side of the **Dashboard**, select **Create Posters** to launch the designer app.

When open, select desired poster **size.**

How to produce COVID-19 Posters

How to prepare the job

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┌─────────────┐   ┌──────────────────────────────────┐
│             │   │ Introduction                     │
│             │   └──────────────────────────────────┘
│             │
│  Before     │   ┌──────────────────────────────────┐
│  printing   │   │ What do we need?                 │
│             │   └──────────────────────────────────┘
│             │
│             │   ┌──────────────────────────────────┐
│             │   │ How to prepare the substrate     │
│             │   └──────────────────────────────────┘
│             │
│             │   ┌──────────────────────────────────┐
│             │   │ How to prepare the job           │
│             │   └──────────────────────────────────┘
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│             │   ┌──────────────────────────────────┐
│             │   │ Selecting print settings         │
│             │   └──────────────────────────────────┘
├─────────────┤
│             │   ┌──────────────────────────────────┐
│  Printing   │   │ What is the printing             │
│             │   │ process?                         │
├─────────────┤   └──────────────────────────────────┘
│             │
│  After      │   ┌──────────────────────────────────┐
│  printing   │   │ Once printed, what else?         │
│             │   └──────────────────────────────────┘
└─────────────┘
```
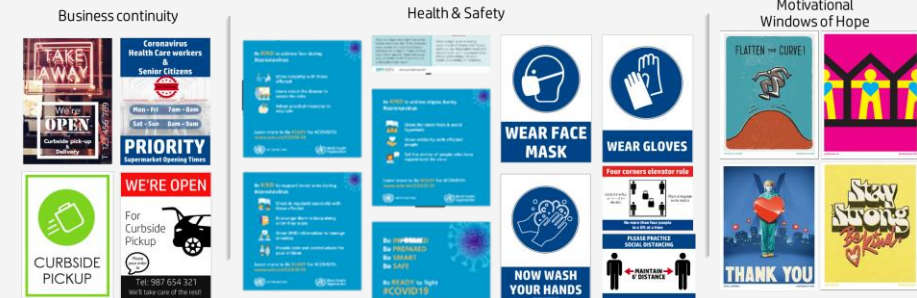
4. Select, edit or design your poster

Select a free design

Select from one of dozens of free poster designs in **Templates** in the left hand navigation bar. Many can also be easily edited in the web app.

COVID-19 related templates, can be found by selecting the icon 🦠 in **Templates** navigation bar and using the market filter menu.

Edit or create your own design

Change **backgrounds**, add **text** or select from millions of free and premium **photos** and illustrations **objects** to create your own design.

COVID-19 related illustrations can be found by selecting the COVID-19 icon 🦠 **Objects**

To customize a design object, simply right click on the item and choose the desired function:

Recolor, transparency, duplicate, rotate, align, resize, order, flip or scale.

HP Applications Center Lite

5. Download to print   When finished designing, click **Next** and **Login/create an Account** if prompted to save your design.

Select **Next**, then **Send to Print** to download your Ready2Print pdf

See Printing steps for approved printing software and Automated Workflow options
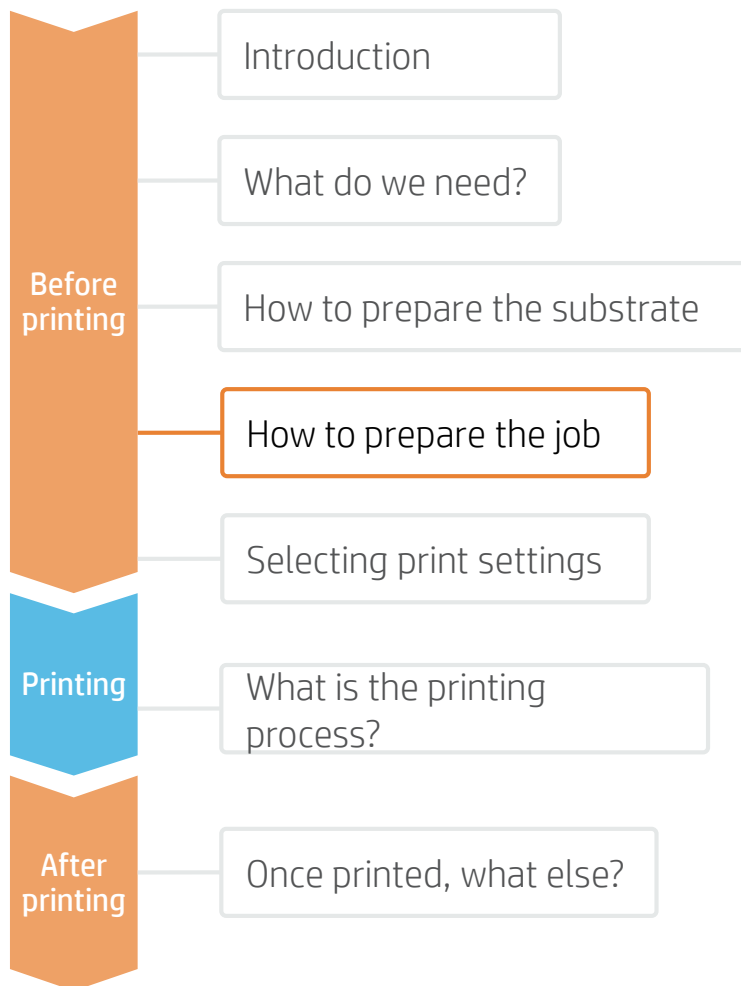
HP Applications Center Pro

5. Download to print   Select the order from the **Dashboard** and **click the pdf link** below the job thumbnail **in the Order ticket** to download your Ready2Print pdf

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How to prepare the job

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Considerations: Custom settings

To customize the print file by adding trim lines, mechanism area, size options as well as Designer user interface customizations, media options and pricing, select **Applications** and **Roll Up Settings**

Considerations: For more design creativity and customization options

1. Create the Image

Create the graphic using standard design tools (Photoshop, Illustrator...)

Make sure the job size fits the characteristics of your poster hanger.
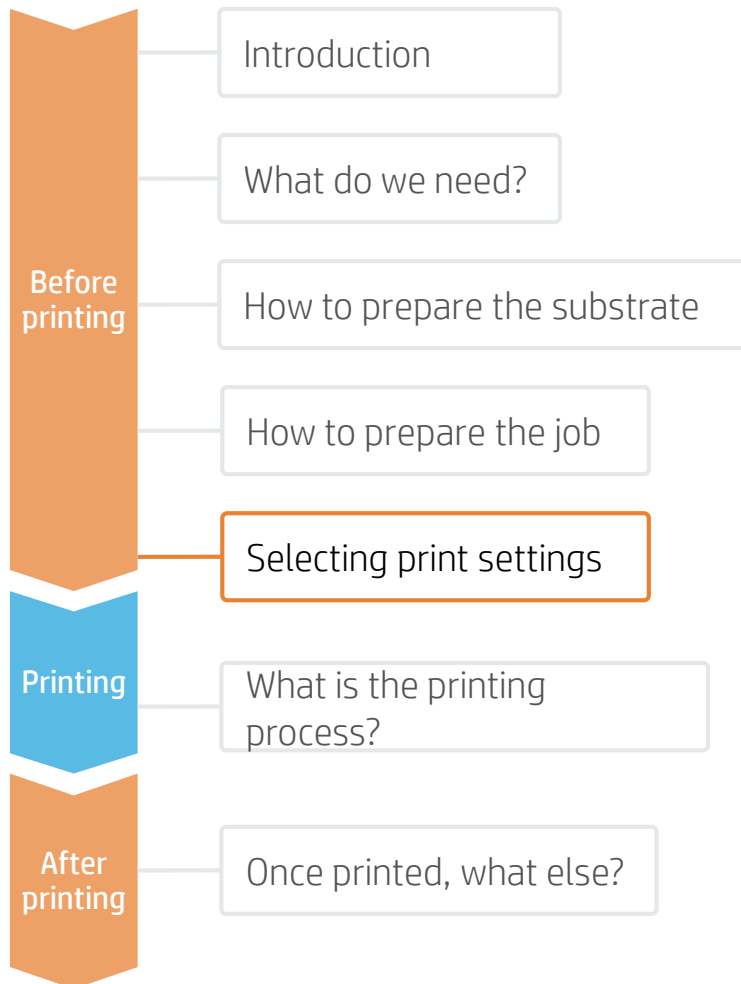
2. Add Cutting Marks (optional)

If you plan to use an automatic cutter, create the cutting job for your image through your RIP.

Check if your poster hanger requires any special shapes or perforations (e.g. holes for grommets).

How to produce **COVID-19 Posters**

Selecting print settings

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After
printing
```
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Once the job is selected and the substrate is ready, we're almost ready to print.

First we need to select the right printing settings. These settings are found within the **substrate presets**.

Use different media presets based on the substrate being used
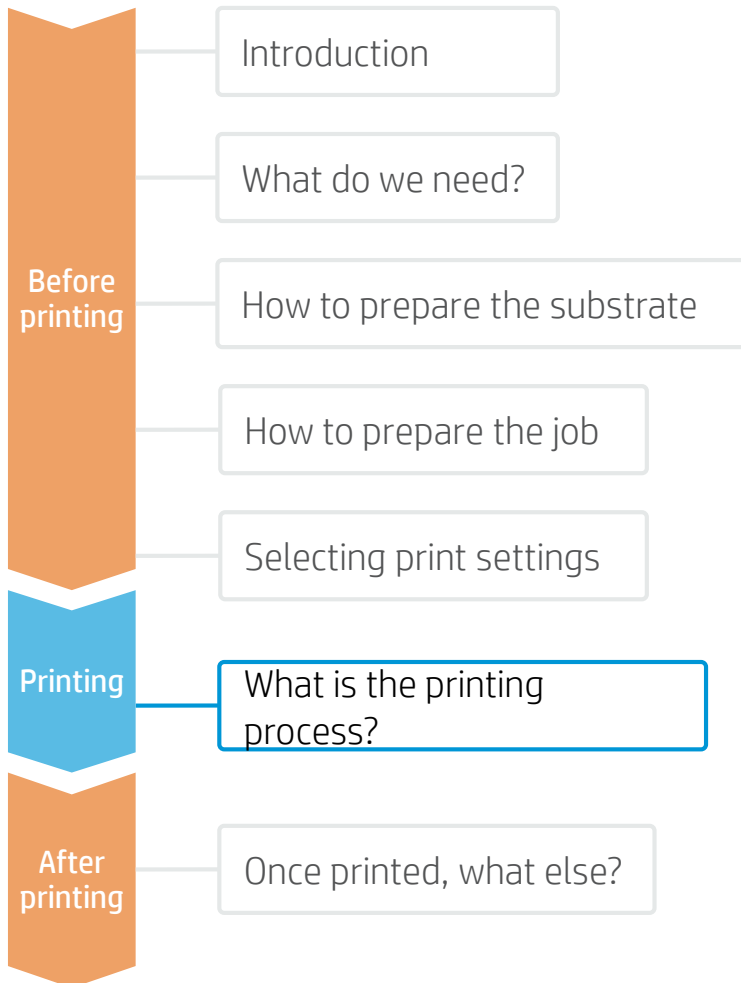

Substrate presets

If the substrate you need to print on has a substrate preset available, we recommend downloading, installing, and using it on your printer. If there is no substrate preset for the specific substrate being used, using the "Generic" preset for your substrate's type (Bond Paper, Coated Paper, …) may be a good starting point option.
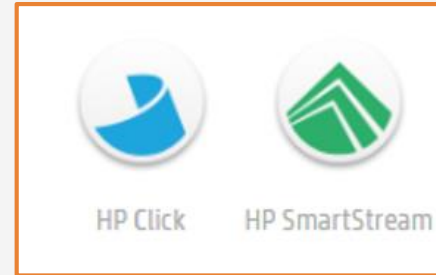
For HP-branded substrates

You can use the original HP preset available on the printer front panel ("HP Universal Bond", "HP Coated Paper", …) or you may need to download it on www.HPLFMedia.com before installing, and using it on your printer.

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The printing process

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After printing
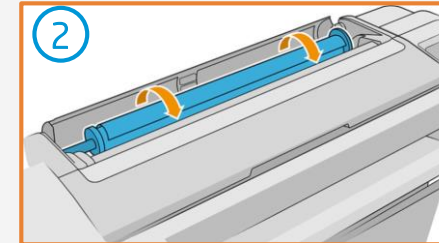- Once printed, what else?

1. Select a compatible print software.

Ready2Print pdf orders from HP Applications Center are encrypted and can only be processed by approved print software. These include, HP **Click and HP SmartStream as well as certified 3rd Party RIP software**

HP Click   HP SmartStream

ONYX
Thrive, ProductionHouse & PosterShop
v11.1.2 + patch & v12.0.5 + patch

SAi
HP Edition Flexi 12 with SP1
HP Edition Flexi 11 + patch under demand

CALDERA
GrandRIP 10.2 and higher
VisualRIP+ 10.2 and higher

ColorGATE
Innovative Solutions
Committed to Color
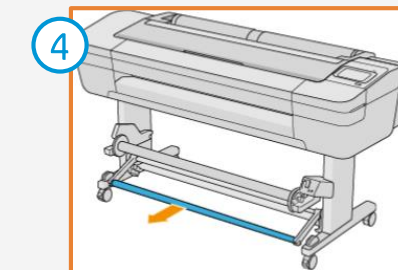Production Server 9 (v9.02.6196) and higher

2. Follow the loading process for your printer.

3. Change the media type to the specific preset previously selected.

4. Use the optional take-up reel if available (DesignJet Z6dr, Z9dr Z6800, Z6600, Z6810, Z6610); we recommend using it for large jobs.

5. If available, activate the Vertical Trimmer to trim media while printing. (HP DesignJet Z6dr & Z9dr 44-in PostScript® Printer with V-Trimmer).
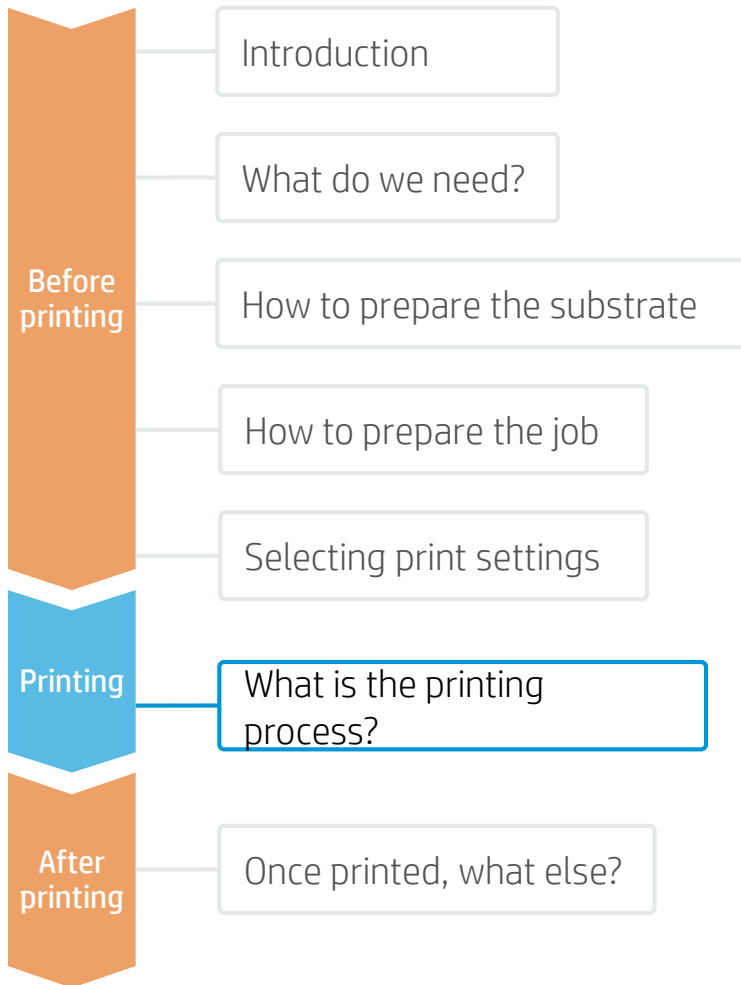
6. Select the job file and drag it into the printer's print software

Press print

How to produce Roll-up Banners

The printing process

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HP Click printing software
Radically simple printing

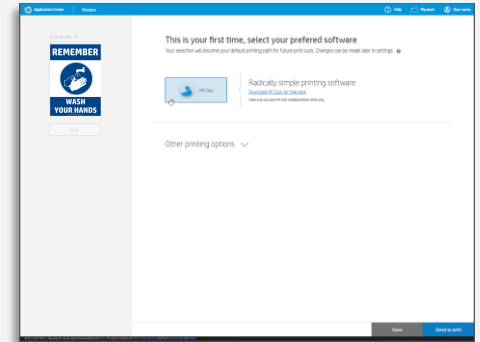With just one Click[1] you can print the encrypted ready2print PDF from HP Applications Center.

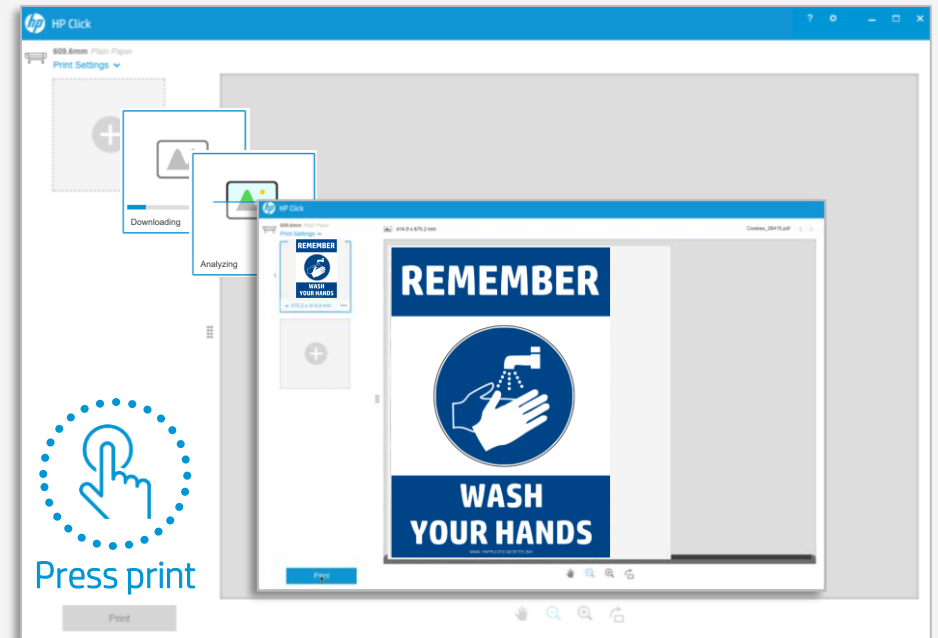HP Click is the recommended workflow for HP Applications Center Lite .

For the best experience we recommend installation prior to designing your poster

Select **HP Click** from the print workflow options after previewing your design and **Send to print**
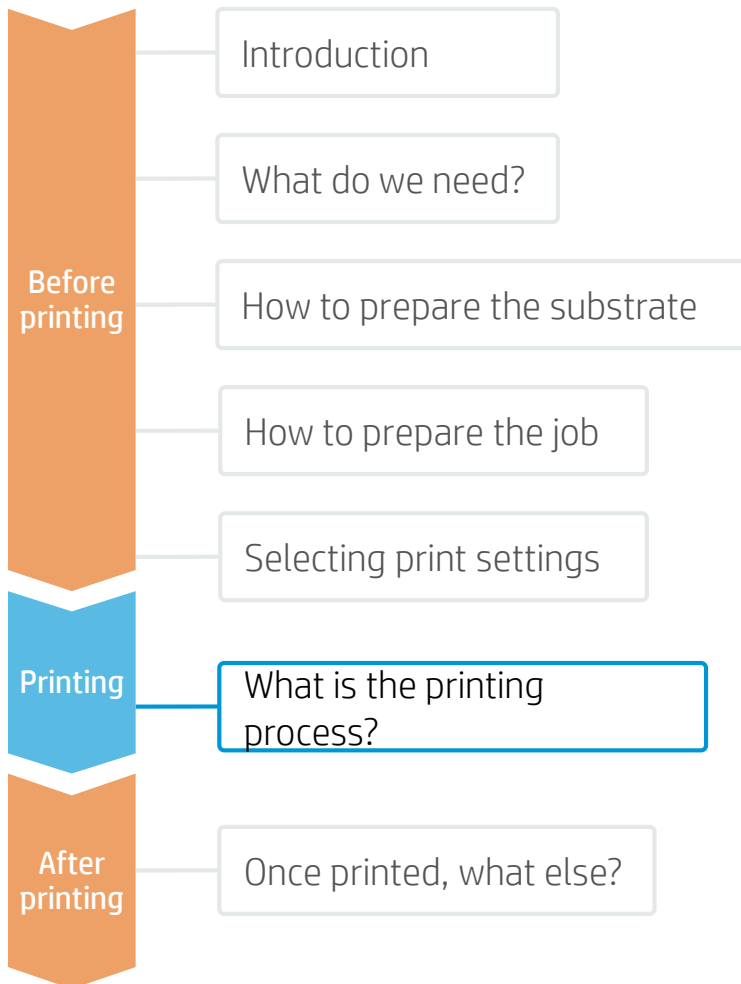
If pre- installed – HP Click will automatically launch and load the file when a print job is triggered in HP Applications Center Lite.

Once downloaded

Press print

How to produce Roll-up Banners

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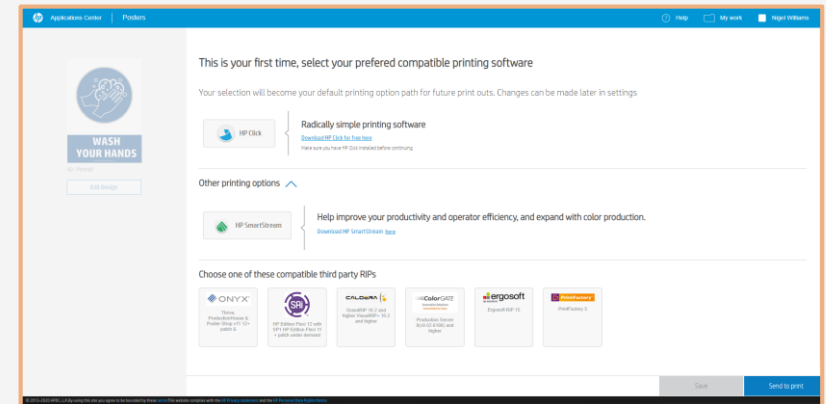
Other printing options

Options include:

- HP SmartStream
- Compatible third party RIPs: (Onyx, Sai, Caldera, ColorGATE, ergosoft, & PrintFactory)

HP SmartStream

Your large-format production workflow—two times more efficient[1]

Suitable for use with HP Applications Center Lite but we recommend using HP Applications Center Pro together with a jdf connected hotfolder set up to automate your print workflow.

Click here for jdf connection set-up instructions

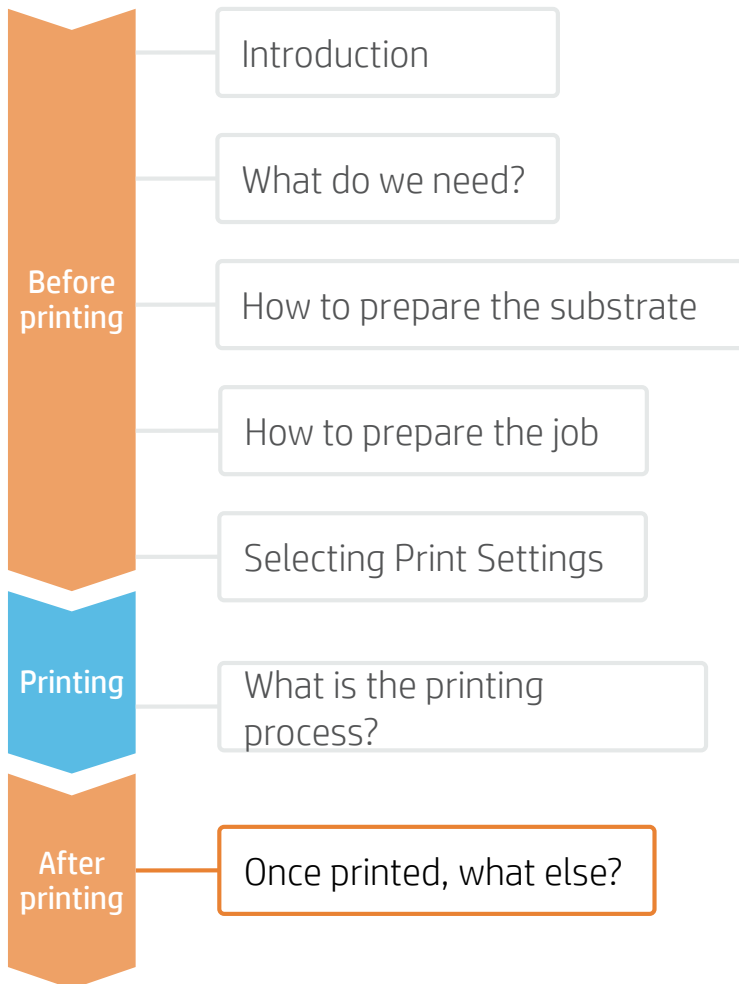Choose one of these compatible third party RIPs

ONYX
Thrive, ProductionHouse & Poster Shop v11 12+ patch &

SAi
HP Edition Flexi 12 with SP1 HP Edition Flexi 11 + patch under demand

CALDERA
GrandRIP 10.2 and higher VisualRIP+ 10.2 and higher

ColorGATE
Innovative Solutions
Committed to Color
Production Server 9(v9.02.6196) and higher

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1. Protect the Prints (Optional)

Apply film or liquid lamination to the prints for extra durability against chemicals and long term use.

Choose the protection that best fits the media used. For example, use a PVC-based transparent film to laminate PVC substrates or a PET-based transparent film to laminate PET substrates.

📝 NOTE: Lamination can be performed right after printing. You do not need to wait.

📝 NOTE: We recommend storing laminated rolls with the laminate facing out.

2. Cut the Prints

Use manual tools or an automatic cutter to bring the print to the desired size and shape.

If available, use the inline Vertical Trimmer during printing (DesignJet Z6dr & Z9dr with Vertical Trimmer)

Drill holes and apply grommets (if needed on the support mechanism).

3. Assemble the poster hanger

Follow your hanger's instructions to fit the printed poster on it.

Most commonly, the steps involve:

1. Releasing the top and bottom clips.
2. Positioning the media between the clips
3. Ensure all design messaging is visible
4. Close both clips to clasp the psoter
5. Hang in place, adjusting length of hanger fixings to ensure straight

How to produce COVID-19 Posters

 Learn more at:

Product documentation:
• www.hp.com/designjet

Video library:
HP Support videos
• https://www.youtube.com/user/HPPrinterSupport

HP substrates recommended for COVID-19 Posters

For information about HP large format printing materials like product number and availability in the regions, please visit www.HPLFMedia.com

HP

	Compatible with DJ T-series	Compatible with DJ Z-series
HP Bond and Coated Papers		
HP Universal Bond Paper		
106 microns (4.2 mil) • 80 g/m² (21 lb) • 45,7 m (150 ft)	●	●
106 microns (4.2 mil) • 80 g/m² (21 lb) • 175 m (574 ft)	●	●
HP Universal Bond Paper, 3-in Core		
106 microns (4.2 mil) • 80 g/m² (21 lb) • 152,4 m (500 ft)		
106 microns (4.2 mil) • 80 g/m² (21 lb) • 175,2 m (575 ft)		
HP Bright White Inkjet Paper		
119 microns (4.7 mil) • 90 g/m² (24 lb) • 45,7 m (150 ft)	●	●
119 microns (4.7 mil) • 90 g/m² (24 lb) • 91,4 m (300 ft)	●	●
HP Bright White Inkjet Paper, 3-in Core		
119 microns (4.7 mil) • 90 g/m² (24 lb) • 152,4 m (500 ft)		
HP 24-lb Bond with ColorPRO Technology, 3-in Core[21]		
116 microns (4.6 mil) • 90 g/m² (24 lb) • 137,1 m (450 ft)		
HP Universal Coated Paper		
124 microns (4.9 mil) • 90 g/m² (24 lb) • 45,7 m (150 ft)	●	●
HP Universal Coated Paper, 3-in Core		
124 microns (4.9 mil) • 90 g/m² (24 lb) • 91,4 m (300 ft)		
HP Coated Paper		
114 microns (4.5 mil) • 90 g/m² (24 lb) • 45,7 m (150 ft)	●	●
114 microns (4.5 mil) • 90 g/m² (24 lb) • 91,4 m (300 ft)	●	●
HP Universal Heavyweight Coated Paper		
172 microns (6.8 mil) • 131 g/m² (35 lb) • 30,5 m (100 ft)	●	●
HP Universal Heavyweight Coated Paper, 3-in Core		
172 microns (6.8 mil) • 131 g/m² (35 lb) • 61 m (200 ft)	●	●
172 microns (6.8 mil) • 131 g/m² (35 lb) • 91,4 m (300 ft)		
HP Heavyweight Coated Paper		
167 microns (6.6 mil) • 131 g/m² (35 lb) • 30,5 m (100 ft)	●	●
167 microns (6.6 mil) • 131 g/m² (35 lb) • 68,5 m (225 ft)	●	●
HP Production Matte Poster Paper, 3-in Core		
167 microns (6.6 mil) • 160 g/m² • 91,4 m (300 ft)		
HP Production Satin Poster Paper, 3-in Core		
154 microns (6.1 mil) • 160 g/m² • 91,4 m (300 ft)		
HP Gloss Poster Paper, 3-in Core		
185 microns (7.3 mil) • 190 g/m² • 61 m (200 ft)		

	Compatible with DJ T-series	Compatible with DJ Z-series
HP Photographic Papers		
HP Universal Instant-dry Gloss Photo Paper		
195 microns (7.7 mil) • 200 g/m² • 30,5 m (100 ft)	●	●
195 microns (7.7 mil) • 200 g/m² • 61 m (200 ft)	●	●
HP Universal Instant-dry Satin Photo Paper		
200 microns (7.9 mil) • 200 g/m² • 30,5 m (100 ft)	●	●
200 microns (7.9 mil) • 200 g/m² • 61 m (200 ft)	●	●
HP Self-adhesive Materials		
HP Removable Adhesive Fabric		
With liner: 304 microns (12 mil) • 289 g/m² • 30,5 m (100 ft)	●	●
HP Everyday Adhesive Matte Polypropylene, 2 Pack		
Without liner: 180 microns (7.1 mil) • 120 g/m² • 22,9 m (75 ft)	●	●
With liner: 215 microns (8.5 mil) • 168 g/m² • 22,9 m (75 ft)		
HP Everyday Adhesive Matte Polypropylene, 3-in Core		
Without liner: 180 microns (7.1 mil) • 120 g/m² • 30,5 m (100 ft)	●	●
With liner: 215 microns (8.5 mil) • 168 g/m² • 30,5 m (100 ft)²		