

Formulate:

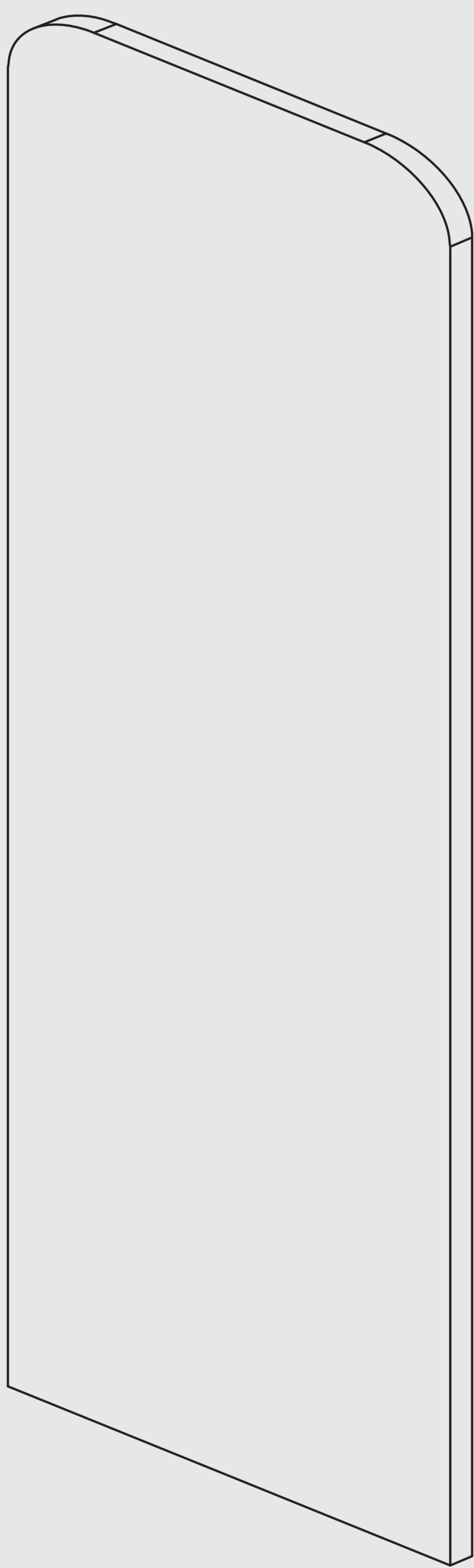
Essential Straight Banner 850

Total Graphic Area: 37.5" w X 95.625" h
Total Visual Area: 33.5" w X 91.625" h

Please be sure to include the 2" bleed around the perimeter (note trim & stitch locations on template). DO NOT design any critical elements (text, logos, etc.) within 2" of the edge.

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone colors should be called out in the art as spot colors
- Embed all images and support files
- Resolution must be 100-120 ppi
- All fonts must be created to outlines
- Do not scale artboard
- Background color/images must bleed to the edge of artboard
- Do not use spot colors from template in your artwork as they will not print



bleed area ———
trim line ———
safe zone ———