## Formulate Essential: Backlit Banner - Tall

(3) prints to make (1) complete graphic

### To

Total Graphic Area: 47"w X 16.5"h Total Visual Area: 43"w X 12.5"h

Total Graphic Area: 54.75"w X 95.75"h Total Visual Area: 50.75"w X 91.75"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.) outside of gray area on template.

## **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

## TOP SOLID COLOR ONLY

# SIDE 1

## SIDE 2

bleed area —
trim line —
safe zone —