

**Formulate Essential:  
Backlit Banner - Short**

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(3) prints to make (1) complete graphic

**Top**

Total Graphic Area: 47" w X 16.5" h

Total Visual Area: 43" w X 12.5" h

**Sides**

Total Graphic Area: 54.75" w X 82.75" h

Total Visual Area: 50.75" w X 78.75" 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:**

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- 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 —