Formulate Essential:
Backlit Banner - Tall

(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 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