Formulate:
10′ Designer Series 13

Panel A - Center
Total graphic area: 118″w X 48.25″h
Total visual area: 114″w X 44.25″h

Panel A - Sides
Total graphic area: 25.625″w X 49″h
Total visual area: 21.625″w X 45″h

Panel B
Total graphic area: 118″w X 50.4375″h
Total visual area: 114″w X 46.4375″h

Please be sure to include the 2″ bleed around the perimeter to compensate for finishing of the graphics. Do NOT design any critical elements (text, logos, etc.) within 2″ of the edge (see innermost gray area).

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

PANEL B

21.625″ width

21.625″ width

PANEL A
LEFT SIDE

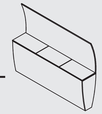
PANEL A
CENTER

bleed area
trim line
safe area

PANEL A
RIGHT SIDE

PANEL A
LEFT SIDE
PANEL A
CENTER
bleed area
trim line
safe area
PANEL A
RIGHT SIDE

Formulate:
10’ Designer Series 13



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PANEL B